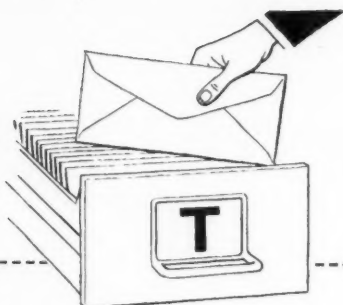


# PUBLIC RELATIONS

# JOURNAL

*international PR . . .*





**LIVE ITEMS FROM OUR MORGUE**

**INTERCITY TRUCKS SET NEW  
SAFETY RECORD WITH AN ACCIDENT  
RATE OF 0.92 PER 100,000  
VEHICLE MILES IN 1952-53!**



Continuing a downward trend that sharpened after World War II, the accident rate of intercity common carrier truck fleets reached a new low, in '52-53, of 0.92. This may be compared with 1.37, the rate (for a slightly larger number of fleets reporting to the National Safety Council) in 1951-52. And a further indication of improvement in trucks' record is the 1950-53 three-year accident rate of

0.97, compared with the rate of 1.29 for 1949-52. All figures are from *Accident Facts*, published by the National Safety Council, 1953 and 1954 editions.

We believe they indicate that the trucking industry's long-range programs of driver education and emphasis on safety are producing results that benefit everyone from shippers to the motoring public.

*James C. Cole*  
President, American Trucking Associations



**AMERICAN TRUCKING INDUSTRY**

American Trucking Associations  
Washington 6, D. C.

Advertisement

## NOTED IN BRIEF...

• An old established PR counseling firm recently undertook a survey of the PR climate in Asia and discovered a vast change in the attitude of foreign firms toward the countries in which they operate. International developments have forced upon them a new role—less dominant and less dominating. The JOURNAL's account of Merrick Jackson's trip should prove interesting to American firms with overseas operations.

• Closed circuit television opens an almost unlimited vista for the PR field in handling overflow audiences, conducting sales meetings, demonstrating new processes and techniques, and other special problems. Du Mont's story should arouse PR men to the unexplored potential of this new medium.

• Corning Glass Works celebrated its 100th birthday by building a museum to tell the story of the industry and contribute to the life of the community—and incidentally, sell more glass. When Steinway & Sons reached the century mark, dealers developed a year-long centennial celebration to honor the firm—and sell more pianos.

• In an effort to provide a realistic program for public relations majors, Utica College developed a unique on-the-job internship for seniors which helps the students and helps the clients—Utica social and health agencies, schools, industries, banks and citizen groups.



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# PR JOURNAL

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## COVER PHOTO

Indonesian staff member of a Western enterprise which has operated in his country for forty years. He is a training coordinator for a South Sumatran branch of the company's activities.

### The Wayward Press Agent

A RASH OF CRITICISM of publicity tactics has broken out on the pages of various publications during the last month. This was followed by the usual notes from JOURNAL readers suggesting that we cure our critics by beating them over the head with adjectives. While such treatment is good fun for the practitioner it neither cures the patient nor checks the spread of the rash.

Critic No. 1 can be rejected as incurable; he landed in the sick bay on purpose—by using some gaudy and ill-tempered generalizations about public relations to shill a book about the Broadway life he handles so ably and amusingly in his column.

Critic No. 2 is a more serious case. Following a trite editorial, the advertising representative of his publication suggested to PRSA that his is a wonderful medium for registering ideas through institutional advertising. No comment.

Critic No. 3 is our friend, Shelly Pierce of the *N. Y. Journal of Commerce*, who, in a balanced, thoughtful article, listed a dozen foolish publicity practices which irritate him, and closed with a constructive statement on sound P.R. practice. A good article.

All publicity people should give Shelly's article the careful review it deserves. Examining our own conscience, we find none of our own publicity staff committing any of the eight controllable sins he lists. We do admit, however, that our management is occasionally guilty of two of the four vices he names—vices that are hard for publicity people to control. We shall bang the pulpit again and try to lead the sinners down the sawdust trail.

The germ of some anti-publicity criticism may have been isolated in Benjamin Ringer's article in the December, 1953 JOURNAL. Surveying a group of PR men, Ringer found that 50% of the younger ones had no newspaper training. For many branches of PR no such background is needed. But the PR man who lacks it should be hesitant about tackling publicity, and rely on people with experience.

The cure to criticism of publicity rests largely with people in the craft. They can check and recheck their practice, be more cautious about whom they admit to their professional groups, and demonstrate that there is a sound approach to publicity as well as an unsound one.

### Free Channels

ARE YOU LOOKING for an issue that combines self-service and the public interest? We believe that the fight against censorship is a tailor-made issue for PR people. We should protect the freedom of communications just as maritime nations do the freedom of the seas. Every curb on the transmittal of ideas—whether good or bad, our own or others—threatens to narrow the channels that we use. If freedom of communications threatens to become license, good taste and good judgment—both components of sound PR practice—are better safeguards than the writ or the censor's scissors.

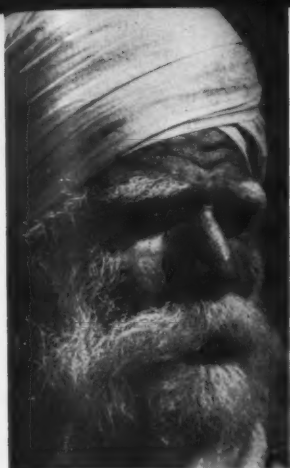
### Propaganda Analysis

FEW INSTITUTIONS need public relations more than the U. S. Congress. While we Americans have become accustomed to sly tactics during political campaigns, we expect our elected representatives to settle down afterwards to being responsible people. So we are rightly shocked when they adopt—as several have—foreign-made propaganda techniques and use them with their originators' lack of conscience.

These techniques have no place in a democracy. Their exposure is needed. Ohio's Congressman Wayne L. Hodges has made a good start, and to him for his efforts goes this month's bay-leaf. During a Congressional Committee hearing, Hodges quoted three passages to a congressional investigator and asked whether they seemed subversive. The reply: "They parallel communistic or socialistic literature very closely." The authors of the quotations: Popes Leo XIII and Pius XI.

By dramatizing the evils that can result from lifting quotations out of context, Congressman Hodges has set a good example for others. It might be followed by the Senate sub-committee which is investigating investigating procedures. This sub-committee should explore the techniques and propaganda methods so often used by congressional committees. It should seek to expose one by one all the evil tricks in the propagandist's bag. Such action will make the practice of deceit more difficult while simplifying the process of sound judgment.





## East of Suez

*Understanding the PR weather  
in Asia—and dressing for it*

**By Merrick Jackson**

Vice President  
Hill and Knowlton, Inc.

**I**N COLOMBO a successful Ceylonese distributor of automobiles leaned forward in his chair and said with wry satisfaction:

"I have been a businessman here for twenty-five years. I have tried to be an active builder in the community. I have many times aided your foreign business people. But only now, after all this time, have I been asked to become a director of a foreign-controlled firm here."

He was sounding a note of major change in the attitude of foreign firms toward the countries in which they operate.

We saw the change elsewhere—in India, Indonesia and the Philippines. Countries such as these are intent on writing, casting, directing and producing their own show. Foreign businessmen have been handed a new script, calling for a less dominant and less dominating role.

Foreign firms, whether American, British or Dutch, are beginning to concede that their future lies less in provincialism and more in partnership. Where they have not yet grasped the meaning of the change, it is being forced upon them.

An influential editor in Djakarta, the overpopulated capital of Indonesia, added a postscript of admonition for these who have not yet read the small print.

"Years ago," he stated, "you foreign businessmen, when in conflict with national interests, could press a button and a battleship would arrive to enforce your view. Today: no button, no battleship. You are tenants here, not the landlord."

### East of Suez

Earlier this year two members of Hill

and Knowlton, Inc., Loet Velmans and the writer, conducted a public relations study east of Suez. We started off in the Middle East and concluded our work in Tokyo. The entire trip took nearly three months and covered 31,000 miles, entirely by air.

To measure the public position of foreign business abroad we first sized up the forces swirling around it. We looked into political attitudes, social developments, economic conditions, religious beliefs and labor trends. The interview evaluation technique, which we employ in our public relations audits here, proved adaptable and effective.

We talked with about 250 government officials, political leaders, diplomats, bankers, businessmen, educators, newspaper editors, radio managers, theater owners, labor organizers, lawyers, economists, workers and others who either shaped opinion or had a well-informed one. They were of varied colors, creeds and costumes.

But they had one thing in common, one big thing, and that was nationalistic fervor. Nationalism is emotional and highly contagious. It profoundly concerns foreign enterprise and its consequences are being felt throughout the world.

Political leaders these days keep the policies and practices of the foreign firm under constant surveillance. Questions are raised, multiple forms issued, decrees enacted—all with the purpose of compelling the company's conformance to national goals.

Expatriate firms are directed to advance their nationals ("native" is a *verboden* noun in Asia) more quickly than is always practicable. They are requested to replace foreign individuals

with native-born and reared, often irrespective of training and experience. They are asked to act favorably on capital participation by nationals, directorships for nationals and incorporation in the country of operation.

Breathing patriotic fire, this nationalistic force supports labor union demands, reasonable or unreasonable.

Years ago, before independence stalked the lands of the East, a foreign company's policy was largely dictated by considerations of profit. Obviously no company can remain in business very long without a profit. But its policy now must also take into account the thinking and acting of a new group of government officials and political leaders endowed with more independence than they can currently bear.

### Ground rules

With solemn countenance and skeptical mien, they gave us to understand that expatriate companies were expected to answer with a convincing "Yes" such questions as these:

- *Is the company's presence here in the best interests of the country?*
- *Is the company identifying itself with the life and growth of the country?*
- *Is it putting back into the country an equivalent or more of what it is taking out?*
- *Is it giving full opportunities to the nationals employed?*

"We ask foreign companies in our midst to abide by our ground rules," said an Indian minister in New Delhi.

"We do not think these rules are unreasonable. We believe that if you will exert a sincere effort to understand our needs and work with us, you can be of help and still make a reasonable profit. We should be pleased to have you demonstrate your good intentions."

The new look in foreign countries calls for skilled public relations, most particularly in government and employee relations. It is indispensable if an expatriate firm wants to see perennials bloom around its property in the years to come.

The few foreign companies which have planned their PR programs intelligently and identified their actions with the country's interests have gained the respect of government and community leaders.

Several highly placed government officials spoke approvingly of these firms which were engaged in:

- Helping to develop rural education in the Philippines;
- Building schools for the children of employees and others in Bahrain;
- Sending Indonesian employees abroad for more training;
- Erecting mosques in Central Sumatra for Moslem personnel;
- Improving the housing of its employees in Ceylon.

It amazed us, as we moved from place to place, to find how little public relations was practiced, particularly among expatriate firms. We had to preface many of our interviews with a short-syllable definition of public relations.

We usually followed up with an example or two of how it works. Even then we were often accorded the gaze reserved for visitors with two heads.

While we were passing out the definitions in New Delhi, we were handed one back which added a light touch to that day's inquiries. With considerable pride, a visiting professor there beamed on us and expounded with classroom aplomb: "Ah, yes, public relations is the art of not getting a bad press."

We suspect that one reason why public relations has evolved so slowly among Asiatics is that people in the mass have long been considered expendable. Whether they be workers or foot soldiers, the common people have been and in many areas still are only faceless units of energy.

True, politicians say they act in "the people's interest." Labor agitators say they are carrying out "the will of the people." Communists say the people must throw off their yokes. But as one astute member of a national Parliament declared, "Such men too frequently take the people's name in vain."

There are some political and government leaders, however, who are dedicated to raising up the people and investing them with individual dignity. Working above the Asiatic clamor, they see people as human beings, entitled to decent living standards, education for their children and gainful employment. We think they would privately admit that sound public relations programs for a foreign firm's employees and community residents would advance the long range goals they have charted.

Let no one in passionate genuflection to his calling, however, think that public relations of itself will stem the tide of Asiatic nationalism. Nor will it generate worship overnight of the American businessman. He is thought to wear, whether he does or not, the offensive badge of colonialism or imperialism.

### Impractical public relations

Nor in Asiatic countries where one teeters uncertainly on the rim of a boiling volcano, is the practice of public relations simply a matter of reading "How to Slay People With Your Company's Message" and then applying the lessons verbatim. There is no room in Asia for the eager American beaver who mistakenly assumes that what works here is equally acceptable there. Some excellent tactics and techniques widely used in the States are unsuitable in major parts of the world we saw. For instance:

- A sudden barrage of public relations activity in almost any Asiatic country would raise eyebrows and arouse suspicion. To the sensitive nostrils of the national, it might smell of reviving colonialism.
- Industrial films which play up the prosperous life in the U. S. or elsewhere could well incite Indian audiences to anger. They want no comparisons of have and have-not status.
- Company communications mailed into the homes to reach the wives would flop, even if published in the native language. Wives east of Suez are not granted participation in their husbands' business affairs.
- Institutional advertisements, even if accepted by newspaper publishers, would hardly influence opinion in Indonesia. Few can read, and strong public support cannot yet be mobilized.

A native employee of the Philippine subsidiary of a leading American firm demonstrates one of the company's products to a group of Islanders, pointing out the advantages of modern farm machinery.



As vice president of Hill and Knowlton, Inc., public relations counselors with headquarters in New York, Merrick Jackson supervises a wide variety of public, community and employee relations activities in basic industry. His further experience in evaluation studies brought him a foreign assignment earlier this year to measure the public position



of another of the firm's clients whose interests are global in scope. In this article he describes some of the public relations problems confronting American enterprise abroad.

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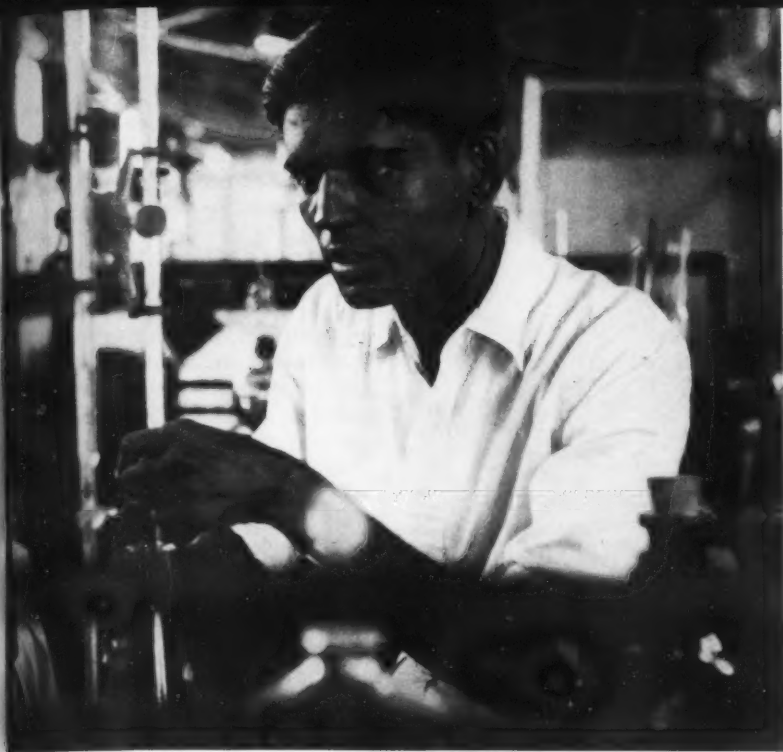
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Journal



This Indian technician, now chief chemist at a petroleum testing laboratory in Bombay, has been with his Western employer for six years. Substantial numbers of technically qualified Asian nationals hold important supervisory and administrative posts in industry, and the number is increasing.

• Nor in some of the countries would radio be of any public relations value. Radio is frequently government-controlled. This coupled with little pocket money to buy sets and unpredictable electric current to run them has reduced both importance and coverage of the medium.

But friendly relationships with government leaders, tactful participation in community affairs, two-way communications with employees, pertinent aids for schools, films of specific help to nationals and planned press and other institutional activities have the potential for strengthening a foreign company's public position.

Obviously, they must be part of a thoughtful and integrated program, and skillfully executed at the right time in the right places.

#### Practical case histories

Of the countries visited, the Philippines have advanced farthest in PR practice. More media are adaptable. More interest in reaching the people has been kindled. The results of positive action have been more encouraging.

Here are capsuled accounts of what two American firms have done there.

• • •

One company developed a public relations program shortly after the war

and has been expanding it ever since. Its president first designated a national whose full time was to be spent keeping up with government legislation and the men who pass it. Then he hired another national to prepare releases and edit the company's house publication. The president himself directs the work, maintains a large number of personal contacts and gets around the country by personal plane.

Every release must identify the company with the country's interests, as well as being newsworthy and accurate. None has failed to see the light of print. The house magazine goes to employees and community leaders. When a new name is added to the mailing list, the recipient receives with his first copy a personal letter from the president welcoming his interest and describing the periodical's purpose. Each issue contains an economic insert which alone is worth the "price" of admission.

The company underwrites housing developments. When a new project gets under way in one of the provinces, a luncheon meeting is called in the provincial capital. The governor is the honored guest. Prominent townspeople are invited to meet him, and incidentally to hear a little more about what the company is doing for them. Amplifiers are strung down the street for those

unable to get into the hotel's banquet hall. Cameramen and reporters are on hand.

Luncheons are also held during national meetings of such groups as medical practitioners and home economics teachers. Photographs are taken of individuals from the provinces and prints rushed back for the local newspaper. The company is beaming radio music to the villages in early evening. Its institutional advertisements are closely tied in with the country's life, growth and progress.

• • •

Another company by progressive public relations has not only built national good will but taken the sales play away from better-known competitors. Its managing director modestly attributes the program's effectiveness to the move he made when he came in: he hired a prominent national to tell him the score. "This man kept me from making mistakes," he said.

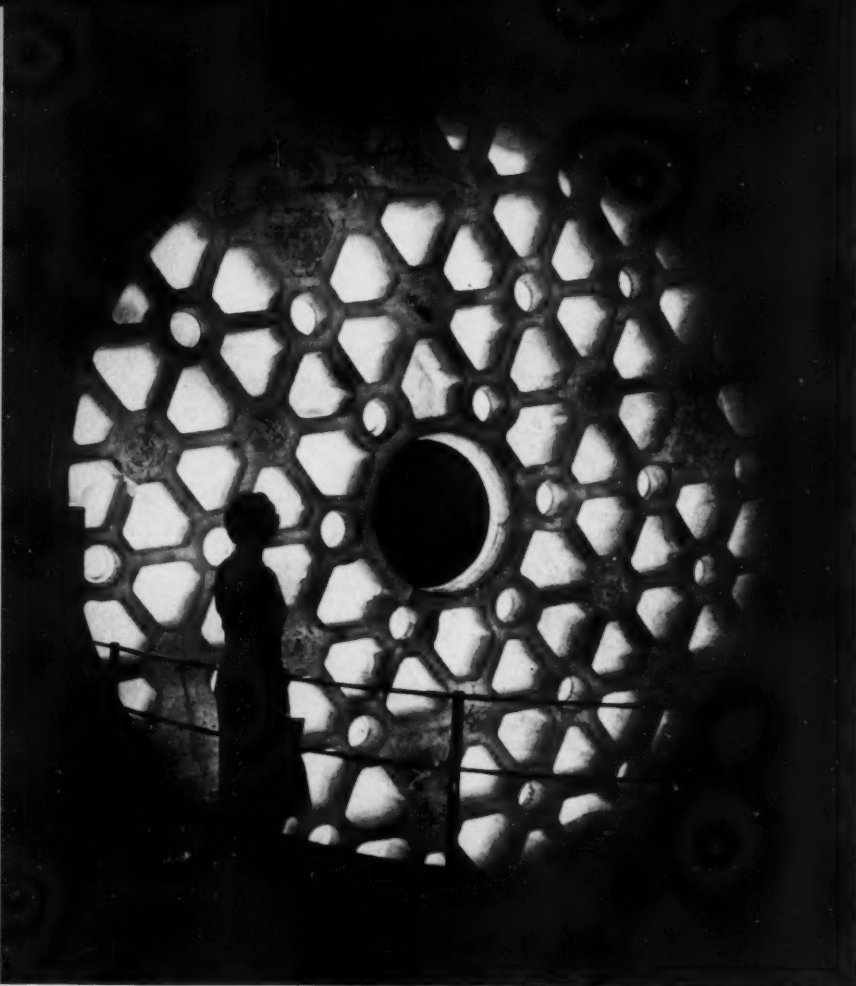
Frequent Open Houses are held in the assembly plant. The press is more than welcome. The managing director shows his guests a collection of scattered parts. Then, while they are watching, employees put the equipment together.

The company publishes a quarterly magazine and places copies in barber shops, hotels, restaurants and every other congregating point in the scattered towns. "People love to read, and there's nothing there for them," the manager added. Twenty-four booklets are mailed annually, mostly of the "How to" variety designed to help the nationals increase their skills.

Institutional advertising is widely used. Each insertion in the current series features a picture of a provincial governor. In the text the governor describes the success of one of the company's dealers. Photographs of the dealer and his agency, first when he took on his present distributorship and now, round out the *Life*-like presentation. Radio and films are tailored for the country's audiences. One film was so good, however, that the head of a neighboring country asked whether the company would send prints and an operator to show it throughout his land. It would and did.

• • •

Similar advances are possible elsewhere. A public relations program done well can be a stabilizing force for a foreign firm in an otherwise confused and uncertain atmosphere. It may be the difference between that firm's going out or going forward. • •



In the lobby of the Center is a striking achievement in glassmaking, the largest piece of man-made glass, first casting of the mirror disk for the Hale Telescope on Palomar Mountain.

## Doubling in Glass

*Corning's Glass Center serves community and employes and is a tourist mecca*

**By James M. Brown, III**

Director  
Corning Glass Center

**I**N BUILDING the Corning Glass Center to celebrate its 100th birthday, Corning Glass Works, the world's leading manufacturer of technical glassware, was determined to create an institution which would tell the story of an industry and also contribute to the life of the community. Today, in its fourth year of operation, the Center at Corning, New York, serves as a research and educational area dedicated to the history, science and industry of glassmaking, and at the same time doubles in "glass" in the fields of human and community relations.

The Corning Company also believed that as an instrument of public rela-

tions, the Glass Center must express through its building, its program of events, and its exhibitions the same high standards which the company aims for in its products and its management.

A tour of the building begins in the lobby, the outstanding feature of which is a striking achievement in glassmaking, the largest piece of man-made glass, the first casting of the mirror disk for the Hale Telescope on Palomar Mountain. At the reception desk nearby receptionists distribute literature describing the tour. A register is available for those who care to sign.

As the tour itself begins, in striking contrast to the disk, the first item in

the Corning Museum of Glass is a tiny Egyptian amphoriskos, nearly 3,500 years old. Exhibits in this Museum, a non-profit educational institution chartered by the State of New York, are arranged chronologically. In a special exhibition gallery, which has movable walls, the Museum organizes outstanding exhibitions of particular aspects of glass history.

Additional properties of glass—other than those of transparency and rigidity—which have been discovered comparatively recently, are presented by means of push-button exhibits, movies and other demonstrations.

In the Market Research Laboratory the visitor is asked by trained interviewers to express his opinion concerning various glass products. The quiz enables the industry to determine popular opinion and at the same time increases the visitor's enjoyment by imparting a feeling that he is participating in the exhibitions of the Center. Such tests on consumer products, previously conducted by dispatching staff members to metropolitan areas, accomplish the same results with more speed and at less cost.

Popular with adults and children alike is the booth where a lamp worker fashions intricate laboratory apparatus, tiny glass animals and other objects.

But it is in the final feature of the tour, the Steuben factory, that visitors spend proportionately more time. Here from a large balcony they can watch the entire process of blowing, of finishing and of engraving glass. And at the end, any one of the various objects which may have been seen in the making are on display in the Steuben Retail Shop in the Center.

It is interesting to note that sales in this shop have exceeded all expectations. And in the fourteen retail outlets in the country sales have increased because visitors returned to their home towns with a greater appreciation of the value of Steuben pieces.

Interesting, too, is the reaction of the craftsmen to these "gold fish bowl" working conditions—the workers delight in showing visitors the details of their trade. There have been no production delays caused by visitor interference.

Attendance at the Center since its opening in May, 1951, is well over 1,500.



000 visitors. A spot check—taken at the Information Desk to determine how visitors heard of the institution shows that well over half come because they "heard about it from a friend."

The second factor swelling attendance is road signs placed within a 100-mile radius of Corning on major highways. A third factor is a 24-minute movie, "The Glass Center of Corning," which was first shown in 1953 via television nationally and by regional distribution to home-town audiences. Finally, a few ads have been used and some folders have been distributed to attract school, club and other groups.

In developing the second aspect—community-human relations—of the Glass Center program, great care is taken not to intrude upon the programs already existent in the community. Rather, it is the aim to supplement those programs by bringing to Corning outstanding "talent" that might not otherwise be seen or heard in the city.

A large, well-equipped auditorium, seating 1,200 persons, is the setting for a concert by the New York Philharmonic Society, or acts by world-famous marionettes, or a nationwide broadcast of "America's Town Meeting of the Air."

During the summer the auditorium is the home of a completely professional theatre group, which is an outstanding attraction for the tourist as well as Corning residents.

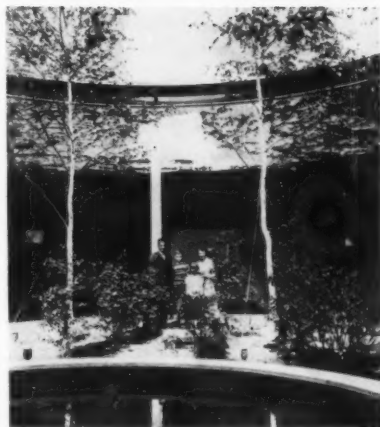
The Center management works closely with community leaders and recommends programs. In most cases, these programs are turned over to community organizations such as the Junior Chamber of Commerce, the American Association of University Women, music and civic groups, which promote the event, sell the tickets and use the resulting profits for their own benefit.

The Center has proven a popular recreation center for employees of Corning Glass Works. There are bowling alleys, a television room, ping pong facilities, card rooms and billiard tables. The large auditorium is used for basketball, badminton, shuffleboard, other athletic events, hobby shows, etc.

As a front door for Corning Glass Works, the aim of the Corning Glass Center is to typify good company manners and to engrave upon the public's mind, with well designed and instructive displays, the achievements of the industry. At the same time, the Center seeks to symbolize the company's recognition of man and his welfare as its most important resource. • •



The Library exhibit at the Center.



Glass enclosed garden in center of Hall of Science and Industry.



Glass blower at work in the Steuben Factory.



Lampworker fashioning laboratory apparatus.





Key officials of Schenley Distributors at Du Mont's Ambassador Theatre conducted the first sales meeting to be televised on a closed circuit in 1950. They were seen and heard by 10,000 Schenley representatives in 38 cities.

## Closed circuit television— a new tool for PR

By Morris A. Mayers

General Manager, Closed Circuit Operations  
Du Mont Television Network

**W**HILE PUBLIC RELATIONS specialists have been quick to recognize the value of television in establishing desirable relations with a mass market, the value of television as a means of creating rapport with a limited group has not been so quickly appreciated.

In 1950 Du Mont inaugurated its "Closed Circuit Convention" service with Schenley Distributors, Inc. Schenley's problem was to present a program of sales promotion, advertising, point of sale merchandising, etc. to its entire distributor and dealer organization with maximum impact and, if possible, simultaneously.

Schenley distributors and dealers gathered in television studios, hotels and theaters in eighteen cities to observe on television screens a program entitled "It's Great To Be With Schenley." The program was produced with all the "know-how" which the Du Mont Network could command, and interest was

sustained to a degree which was quite uncommon for a sales meeting.

A unique feature of this telecast was the provision for two-way communication by means of "talk-back" circuits which made it possible for audience groups to direct questions to the Schenley executives who appeared before the TV cameras.

In those cities which could not be reached at the time by A.T.&T. television facilities, Schenley dealers received the telecast by teletranscription (16 mm. sound films made simultaneously with the live telecast).

The Du Mont Network itself faced a problem of establishing closer relations with its forty-six affiliated stations. The industry was involved in problems connected with the allocations of channels, the prospects for color TV and the allocation of A.T.&T. television cables for network operation.

Du Mont felt that it was desirable to

discuss these problems face to face with the owners and managers of affiliated stations and that these discussions should be conducted by Du Mont's top management.

Dr. Allen B. Du Mont and his key executives could not afford time to visit the affiliated stations, nor was it practical to ask the affiliated stations' representatives to meet in New York. The problem was solved by setting up a closed circuit television conference which connected the affiliated stations with Du Mont's "flagship" station WABD. Du Mont executives could then talk to the managements of the affiliated stations and present visual exhibits in support of the material under discussion.

This unique solution to the problem resulted in greatly improved station relations at a fraction of the cost in money, time and energy which would have been entailed by the more common approaches to the situation.

### Closed circuit TV on all networks

Since that time numerous other companies, including Lees Carpets, Atlantic Refining, Esso Standard Oil, Lee Hats, National Dairy Products, Philco, Dodge, Ford and Chrysler have used closed circuit TV for similar purposes. All four of the major television networks have provided facilities for closed circuit telecasts at one time or another and in recent years several other companies have come into the field to serve as independent "package" producers.

These producers operate by entering into a contract to produce and deliver a closed circuit telecast for a customer. They then arrange with a television station or network for the origination or pickup, they order A.T.&T. video and audio channels, and they rent theaters or hotel ballrooms to accommodate the audience.

Another type of PR problem which has been effectively solved by closed circuit television has been in the accommodation of overflow audiences.

In September of 1951, the American Chemical Society celebrated its Diamond Jubilee at New York's Waldorf-Astoria Hotel. Reservations for the Grand Banquet exceeded the capacity of the Grand Ballroom. To avoid disappointing those

members who were assigned to tables in adjacent rooms the Society arranged to televise the activities in the Grand Ballroom and to distribute the televised scenes over a closed circuit to receivers in the adjacent rooms. Many members of the overflow audience enjoyed a better view of the activities than individuals in remote portions of the Grand Ballroom.

Prior to the teletronic age public relations was sometimes strained by the necessity of providing front row seats for a large audience at a demonstration of precision techniques in various fields.

In 1952, the International Beauty Show solved this problem by employing closed circuit television service. Demonstrations of the beautician's art were televised and distributed to numerous receivers which afforded larger than life-sized close-up views of detailed operations to thousands of beauty shop owners and operators. This solution to the problem was so successful that the International Beauty Show has used it in each of its subsequent meetings.

Closed circuit television has been used for similar purposes by the American Podiatry Council, the National Association of Manufacturers, International Business Machines Company, the American Management Association, Remington Rand and others.

One of the most unique problems in the maintenance of equitable relations with a limited segment of the public

that has been solved by closed circuit television cropped up at Belmont Park Race Track. At each race there were jockeys not riding who wished to watch the race. Since most of them had to change colors between races, as well as needing the interval for rest, it wasn't practical for them to walk down to the track.

The problem was solved when the track officials arranged to set up TV cameras on the roof of the grandstand to televise all races and distribute the televised scenes to receivers in the jockeys' locker room, the track manager's office, the handicapper's office and the president's lounge.

### Advantages and disadvantages

Closed circuit television offers certain advantages over the broadcast form of the medium. Most important of these advantages is its privacy. It is just as private as a telephone call on a private line. There is no need to pull punches. Another advantage is that while a one hour broadcast program may devote no more than six minutes or so to "commercials," a one hour closed circuit may have sixty minutes of commercial.

There are, of course, some disadvantages. Closed circuit telecasts can be delivered only to locations which have been, or can be, interconnected by A.T.&T. or private "cables" (including microwave relays). With a few exceptions, however, practically all of the



For the first time in the history of racing, jockeys are able to watch their colleagues in action without leaving their dressing rooms. Above—two of the world's most famous jockeys, Eddie Arcaro and Ted Atkinson, watching a race at Belmont through closed circuit TV.

major market areas can be reached right now, and new areas are being added every month.

In some areas now interconnected, there are not enough cables to meet the requirements of all possible users so that the cables must be rationed, or allocated. This naturally limits the availability of those cities as receiving (or origination) points in closed circuit telecasts.

People interested in closed circuit TV sooner or later inquire as to its cost. Each closed circuit telecast is a custom made operation and the cost must be computed separately for each one. The particular telecasts mentioned in this article ranged in price from \$1,000 to \$100,000. Companies who have used the medium report that the cost usually has represented a saving over alternative methods of achieving the desired objective.

The solution of public relations problems, by the use of closed circuit television, is in its infancy. Nationwide sales meetings, demonstrations of products and techniques, accommodations of audiences as illustrated here, are only a few of the possible applications. Stockholder meetings, political caucuses, educational conferences, fund raising campaigns, technical presentations are a few more of the uses in which closed circuit television may prove its worth. The use of this most modern means of communication, by public relations specialists, is limited only by the imagination of the individuals in this field who, as a group, are known for unusual resourcefulness. • •

Closed circuit TV used by the Sheraton Corporation of America for pioneering simultaneous sales demonstration to 5,000 businessmen gathered in Sheraton hotels in New York, Boston, Washington, Baltimore, Detroit and Chicago. Below—Sheraton representatives addressing group in New York.





A Utica College senior "intern," Frank Grunwald (right), explains the PR program he has developed for the Oneida County (NY) Welfare Department. Welfare Commissioner George Steels is the "client" who's looking on with interest.

## "They learn PR on the job"

By Raymond Simon

Assistant Professor of Public Relations  
Utica College, Syracuse University  
Utica, New York

**I**F YOU HAD BEEN in the city of Utica, New York, any spring day these past four years you probably would have found more public relations activity per square inch than in any other city of its size in the country.

The activity was generated by senior public relations majors taking a unique on-the-job internship course pioneered at Utica College of Syracuse University. One of the few institutions in the country offering a B.S. degree in public relations, Utica College is also one of the very few to provide a realistic program for its senior students.

Combining human relations and administration with public relations principles, the Utica College senior-year course provides a practical wind-up to the school's four-year program. Judging by results, the course is proof that college seniors majoring in the field can handle public relations problems to the

satisfaction of the "clients" involved in the program.

Four years of cooperation in the program have shown the "clients"—Utica social and health agencies, schools, industries, banks, and citizen groups—that these students can do a complete, long-range counseling job and also handle short-range publicity and promotion problems. No better proof of the success of the course can be cited than the fact that for the past two years there has been a waiting list of "client" agencies and organizations desiring to utilize the services of the students. As any professional knows, that's the ultimate proof of any successful public relations program.

Our "clients" tell us they like the program because it's realistic. They may not know it, but this realism was deliberately cultivated.

*We first set up the course on the*

senior level because we wanted to make sure each student was equipped to handle the work. By the time he takes the course, the student has had three years of a liberal college education plus skill courses in public relations principles, publicity methods, radio and television writing, news writing and reporting, public opinion, layout and typography, magazine article writing, libel law, and human relations and administration. The senior-year internship is the end product of a four-year degree program in public relations; it is not the entire program.

*Second, we require each student to spend between six and fifteen hours a week with his "client."* We feel that only by working in the cooperating organization can the student learn the organization's problems and needs. Further, each executive head of the cooperating agencies agrees in advance to permit the student to work in the top management level and to have access to all but the highly confidential files.

The students are given permission to read through company records; to interview company heads, employees, customers, and the public at large; to attend board and policy-making meetings; and in general to become thoroughly steeped in the internal and external workings of the agency.

*Third, we require each student to set up a public relations program which the "client" can use the following year.* Stress here is placed on planning for the long-range pull.

To provide students with broad guidance along these lines, we set up a "phased" course prospectus and require the students to turn in five reports on (1) the history, purpose and organizational makeup of the firm or agency; (2) the present and past public relations activities of the firm or agency; (3) the publics of the "client"; (4) the basic public relations needs of the firm or agency; and (5) a complete public relations program which the firm or agency can utilize the following year.

Actually, the five "phased" reports are meant to, and do, dovetail into one all-encompassing report when put together. We resort to "phasing" in order to set up target dates and give the students training in meeting deadlines. In most cases, completed reports run

to about 100 pages and are turned over to the executive heads of the cooperating organizations at the end of the term.

Fourth, each student is required to work on some immediate public relations need of his organization. Here, of course, the more obvious and discernible results of the student's work are seen.

One student, for example, handled publicity in connection with an annual Red Cross drive. Another, working with the county welfare commissioner, initiated the issuance of monthly reports to the press. A third conceived, planned, and wrote the annual report for Boy Scout headquarters. A fourth planned a new format for an internal house organ and saw the first two issues to press. A fifth handled local, national, and international publicity for a Korean Clothing drive run by a local industrial firm. The entire class this past term turned in a thoroughly documented educational and promotional kit for use by the community-run blood bank program.

Obviously, not all of the students have been successful in meeting the objectives of the course. We have had students hand in reports which read like college term papers, lack the professional approach, and indicate loose thinking. In two instances student trainees failed to measure up to their responsibilities, failed to get along with the "client," and failed in their personal, human relationships.

It's for this latter reason, among others, that we enlarged the course last year from one to two terms. We learned that we had been doing a good job of teaching students the necessary public relations skills and techniques, but that some students simply did not understand human relations and administrative skills and techniques.

To correct this we adopted the case study method used at the Harvard University Graduate School of Business Administration, and for the fall senior term worked entirely in the classroom discussing cases in human relations and administration.

Open-end personal interviews with the seniors indicate that we have achieved our goal. Without exception, the students stated that they have learned a great deal about working with others, have learned there are usually many sides to every problem and question, have even learned to recognize their own shortcomings.

There were some strong differences of opinion which carried over into the

students' relationships with each other, but even this has been of value. As one student put it: "Maybe we've even learned by *not* getting along with each other. I feel I now realize there is bound to be inter-action and some ill feeling in almost every organization, and you've got to learn how to live with it."

It's our belief that though the case study method of one term and the on-the-job internship of one term, we've been able to approximate for the students as realistic a final year to their college training in public relations as possible. We've certainly been encouraged in this belief by the reactions of graduates who are now working in the field and of executives who have cooper-

ated with us in the program.

States one graduate who is now working in the public relations department of a college:

"You know, much of that planning and research stuff you gave us seemed rather academic at the time, but you'd be amazed how practical it's proven to be."

Declares the advertising manager of a local tool and die firm:

"This report will be of great help to us . . . Jim's internship here indicated what we could do with a real public relations program . . . and what we should be doing."

Needless to say, we treasure letters like these. • •

BY BERTON BRALEY

## THE INDISPENSABLE YOU

*PUBLIC RELATIONS is not just the art of  
Putting a message across;  
Public Relations is something you're part of  
Either for profit or loss,  
You, in your job, are the firm's emissary,  
All that you say and you do  
Counts—plus or minus—with Tom, Dick and Harry,  
Public Relations is—YOU!*

*MILLIONS that go into winning the people's  
Confidence, friendship, good will,  
You can knock higher than several steeples  
If you're a grouch and a pill.  
You put the blessing, or you put the curse on all  
Planning and policy too,  
Public Relations is private and personal,  
Public Relations is YOU!*

*IT IS BY YOU that the customer judges  
You give the Public its slant,  
You're the promoter of grins or of grudges,  
It's the impression you plant  
That'll decide if your firm's reputation's  
Proved by performance, all through;  
Public Relations is private relations,  
Public Relations is YOU!*

Reproduced by permission—SERVICE, a  
publication of Cities Service Company.







The first permanent Steinway factory building at 82-88 Walker Street, New York City, with the entire family and staff assembled in front. The building at No. 82 is still standing.

## A century of music

*Dealers cooperate to help Steinway celebrate a 100th birthday—and sell more pianos*

By Robert S. Taplinger

President  
Robert S. Taplinger & Associates, Inc.

**H**OW DOES A GROUP of nationwide dealers cooperate with their parent company in initiating and developing a centennial public relations program? This was the problem that confronted a gathering of Steinway & Sons dealers when they met in Chicago during the National Association of Music Merchants Meeting three years ago last July.

Looking ahead to 1953-54 when Steinway & Sons would observe its 100th anniversary as one of the most distinguished firms in America's music and business life, they had previously ex-

pressed a desire in correspondence with one another to do something about the centennial.

Although unusual in many businesses, close communication among dealers is traditional with Steinway representatives as each is an exclusive outlet for the firm in his stated territory and has held the Steinway franchise for a long period, some for as many as 80 years. Their regular meetings and long association have made them a particularly close-knit group.

At the July NAMM meeting some

twenty leading dealers, spear-headed by Lyon & Healy, representatives of Chicago, formed a Centennial Committee to assist in celebrating the company's jubilee. The executive committee agreed, with the approval of the dealers, to assess each dealer a percentage of his gross Steinway billings for the years 1951-2 and 1953, establishing a fund of \$75,000 to finance nationwide activities promoting the Centennial throughout the entire 1953-54 music season.

The self-organized effort on the part of dealers was prompted by a two-fold desire to pay tribute to their long and successful relations with the House of Steinway and to take advantage of the jubilee celebration as an appropriate framework on which to build an improved public relations program as well as in increased sales campaign.

At another NAMM meeting the following year, the executive committee met again in New York and agreed to engage a public relations firm to organize and carry through a centennial publicity and promotion campaign in cooperation with Steinway & Sons. Our firm, whose presentation stressed the nationwide and institutional aspects of the Centennial, was selected.

Working a year in advance of the official opening of the Centennial in October, 1953, we prepared press, radio and TV material to service all dealers early in 1953.

Over 100 national promotional and publicity projects designed for long-range appeal, as well as specific ideas for local dealer areas, were also developed in consultation with Steinway & Sons.

To coordinate national projects with local dealer promotions, a manual was prepared and distributed to all dealers outlining in detail individual projects. Promotional bulletins and photographs were directed to dealers twice a month for insertion in the manual.

Account executives began initiating this campaign early in January, 1953, as preliminary publicity directed toward a series of opening events on October 18, 19 and 20. Ed Sullivan on his CBS-TV show, "Toast of the Town" (October 18, 1953), saluted the Steinway jubilee as a highlight of his program with a remote pickup from Carnegie Hall of a rehearsal of the Centennial Concert which took place the following night.





**Robert S. Taplinger** has been identified with the PR field for over twenty-five years. Prior to establishing his own industrial public relations organization with offices in New York, Chicago and Beverly Hills, he was PR and publicity director for CBS, director of PR and advertising for Warner Bros. Pictures, executive assistant to the president of Columbia pictures, and head of the Public Relations Council of the Motion Picture Industry. During the war, Mr. Taplinger served as an officer in the Navy, helping in the formation and direction of the Industrial Incentive Division, for which he received a special award from the Secretary of the Navy.

The Centennial Concert, which was witnessed by a capacity audience at Carnegie Hall, featured for the first time in American music annals thirty-four internationally famous Steinway concert artists performing with the New York Philharmonic Symphony. The event was covered by all the major wire syndicates, feature and music sections of the entire metropolitan press and by *Time* and *Newsweek*.

On October 20 a press party was given at Steinway Hall for the unveiling of the new Centenary Grand Piano, designed especially for the jubilee by the industrial designer, Walter Dorwin Teague.

A specially created anniversary gold medallion served as the symbol for the entire centennial year, being used on every piano sold during the year as well as on numerous promotional properties.

Projects which were set up and publicized included a season-long \$2,000 Steinway Centennial Piano Scholarship conducted under the auspices of the National Federation of Music Clubs with 5,000 local organizations participating; an "Art Inspired by Music" award sponsored by *Scholastic Magazines*, conducted by art departments in schools throughout the country with a national tour of the winning paintings to take place in 1954-55 in dealer stores.

Other projects were a film on the making of a Steinway piano arranged as part of the National Association of Manufacturers' "Industry on Parade" series which are released to NBC-TV stations throughout the United States; a salute to the Steinway jubilee in the form of an elaborate pageant on the family's colorful history by the Industrial Congress of the National Association of Manufacturers meeting in New York; the designation by the Society of American Florists of a special Steinway Centennial rose to be carried in

the stores of SAF members, with a bouquet of the roses to purchasers of new Steinway pianos during the Centennial season; a new wallpaper and drapery fabric featuring a montage of Steinway concert programs and pianos arranged for national distribution through F. Schumacher & Co.; a Centennial LP album issued by Prospective Records, featuring the Steinway artist, Beveridge Webster; a commemorative vase created by Steuben Glass Company from a design by Sidney Waugh for display in all dealer stores.

Such projects as these originated in New York, but projects to tie in with these programs were suggested to all dealers since activity on the local level is also supervised by our firm.

Specific local activity originating in New York, for instance, included a season-long schedule of visits to major cities by the seven heads of the Steinway firm. Their trips, totaling some 100,000 miles, were geared to tie in Centennial events with radio, TV, and press interviews set up under the guidance of our office.

Some 675 concerts commemorating the Centennial were organized in over 350 American cities throughout the jubilee season, and press parties, introducing the new Centenary Grand Piano were also arranged in as many cities for home editors, decorators, musicians and other prominent personalities.

Thorough coverage of all possible aspects of the Centennial projects was maintained in the music, floral, art, business, TV, advertising, home fur-

nishings, society and scholastic feature sections of the press as well as in separate trade publications. Material directed at these same departments was continually processed to dealers for local distribution.

In evaluating the overall promotion, sales on both the retail and wholesale levels showed a marked increase over previous years. A sharp upturn was first felt at the retail level during the final three months of 1953 by Steinway dealers.

Many dealers reported an overall increase of as much as 100% despite a general sales decrease for the first nine months of the same calendar year. What this in fact means is that the sales increase following the opening of the centennial season in October more than offset what would have been a decrease in sales from the previous year.

On the wholesale level orders replacing inventory stock for the first quarter of 1954 revealed an 18% increase over the same period for 1953. The actual peak on the wholesale level in view of this long-term promotion will not be felt until the last quarter of 1954.

The Steinway Dealers Committee and our firm will continue to conduct a public relations program following the completion of the centennial celebration. Press contacts and associations that dealers have made with national and local organizations will serve as a basis for continuing promotional and PR activities. Many projects which came to fruition during the Centennial will be conducted as annual events. • •

One of the many multiple piano concerts given during the Steinway Centennial season, this one was arranged by the T. Eaton Co. of Toronto in cooperation with Mona Bates, shown beside podium.



# How we do it

*Inco's plant town advertising dramatizes end uses of products, gives significance to jobs and operations*

**By G. W. Freeman**  
Marshalk and Pratt, Inc.

**A**MONG your employees are there men who soak ingots, inspect heats, or apply arc hot-tops?

If there are, or if your employees work at other jobs difficult for them to describe, they may be somewhat frustrated when asked, "What do you do?"

And, if the experience of The International Nickel Company, in its mill in Huntington, W. Va., is typical, they may be equally frustrated if friends ask, "What's made there?"

That problem is shared by many manufacturers of chemicals, subassemblies, semi-finished raw materials, or intermediates of many sorts; all products that might well be described as "unseen."

International Nickel, for several years, has successfully used plant town newspaper advertising that shows the people of Huntington how the fifty or so Inco Nickel Alloys made there are used in many articles of daily use. And show Inco workmen at their jobs, while suggesting how important they are in the life of the community.

Look at the subjects of three typical Inco advertisements:

1. Much equipment used by dry cleaners is fabricated of Inco Nickelalloys—"metals made right here in our city."

2. Thermostats, used in dozens of household appliances may be made of Inconel, Duranickel or Monel—"all metals developed by Inco."

3. Shortwave radio, like that used in the Huntington Police Department's prowlers, "use Nickel in tube filaments, plug-in pins, plates and grid wires."

Each advertisement reminds readers that "your Inco friends and neighbors help in many ways to make Huntington a good place to live in." Their wages support business and "their interest and cooperation are felt in every church, lodge and school."

Every advertisement of this type carries photographs of employees at their jobs. A typical caption reads, "I. L. Minckler, 1132 Tenth Street, W. E. Lucas, 2117 Ninth Avenue and A. L. Turner, 740 Maple Court are shown in



Here are W. E. Lucas of 2117 9th Avenue and I. L. Minckler of 1132 Tenth Street, tapping a "heat" of Nickel. That ladle holds 40,000 pounds, and there's plenty of powerful machinery to handle it. Modern equipment keeps production high and that keeps costs low, competitive, enabling Inco Nickel to hold markets against other metals.

## Ironing is easier for your wife because these men make metals for THERMOSTATS!

You put on a freshly ironed shirt, and thoughts of an Inco workman probably never enter your mind.

You may meet one of the men shown here at lodge tonight. Or in church next Sunday. And you might even discover that he lives just across the street from you. Right in the same block.

But how in the world does he affect the ironing of your shirt?

The story can be summed up as a little piece of metal. A piece not much bigger than a bobby pin. It's used inside an electric iron. Inco men melted the metal for that small piece. They cast it, forged it, rolled it. Finally, the narrow ribbon of metal was shipped away to the manufacturer. He used it in the thermostat, to keep the iron at just the proper heat so your wife can iron more easily.

The metal was Inconel. In other thermostats it could be Monel or Duranickel. These are all metals developed by Inco and made at the mill in Guyandotte.

You may have no idea how many thermostats are working for you around your house. Count them—from the regulator in the oven that bakes your biscuits, to the iron that presses your clothes. You might easily total a dozen. Or more. You're probably using several thermostats you never even suspected.

Besides this, consider another fact:

Ask any merchant, any businessman here, how much they depend on the purchases made by these Inco men and their families. Their buying contributes a lot toward keeping trade brisk and lively. That, too, helps make Huntington a good city—good to live in, and good to work in.

In the Strip Mill Department a series of mills in tandem roll Nickel into a long, thin ribbon. Here you see (l. to r.) Frank Thomas of 629 Fourth Street, West, L. H. of Proctorville, Ohio, a son of Route #1, Proctorville, Ohio, and James of Route #4, Milton, West Virginia and W. L. Sweeney of 725 Lincoln Place. The "tools" these men use cost thousands of dollars and help these Inco workmen to turn out more finished products at lower cost.



Before that coil of Nickel strip can be rolled in the 16-inch mills (at the left) it has to be annealed, pickled, then sheared. Showing in the job of W. L. Sweeney of 725 Lincoln Place and F. W. Sweeney of Barbourville, West Virginia above him, Inco inspectors inspect this metal. Time and again, Inco workmen have a keen interest in Inco quality; it helps Inco customers build the orders that keep the mill busy.

the Refinery, tapping a charge from the open hearth into a bottom pour ladle prior to teeming into ingot molds. It's a BIG ladle—holds 40,000 pounds. And, like all the other equipment in the plant, represents an investment on the part of Inco Nickel's 90,000 stockholders."

"You may," such an ad continues, "meet one of these men at the lodge tonight. Or in church next Sunday. Or you might even discover that he lives just across the street."

In practically every ad there is reference to the fact that local purchases by these wage earners and their families help toward "keeping trade brisk and lively. That, too, helps make Hunting-

ton a good city—good to live in, and good to work in."

The Freedoms Foundation made awards to Inco for two ads based on industrial economics. These were ads that were originated for use in the plant town series.

Mill executives are convinced that the men like to be mentioned, and are even more pleased to be shown at their jobs, handling heavy machinery. No longer do they find it difficult to explain what they make and what they do.

"I'm on the leveller-stretcher." Of course you understand about that. You saw the picture. And, like practically everyone in Huntington, you've read the Inco ads. • •

## INSTITUTE ON COMMUNITY LEADERSHIP REPORTS NEW SURVEY TECHNIQUES

*"For the PR practitioner whose work brings him into community relations, an aroused citizenry properly led can be an invaluable ally."*

PROBABLY NO PR practitioner will deny that surveys can be useful aids in his work. But he is likely to feel that surveys seldom have the broad base, penetration and participation that could extract full value from them. Now the New York State Citizens' Council has reported two new techniques for enlarging survey participation. One of the methods not only helps in defining the problems, but also contributes to their solution.

The techniques were discussed in case-history fashion at the Council's recent Annual Institute on Community Leadership. One technique is the self-survey, in which the members of a community examine themselves and their surroundings, discover the faults of both, and work together to correct them. The second technique is the "host-team and visiting-team" method of increasing survey coverage. In the Institute's case history report, twenty-six teams representing the survey's sponsor visited "host-teams" at twenty-six colleges, completed their work in a day and a half.

Teams were on hand at the Institute's most recent meeting, too, but they were there to report case histories on their communities' self-surveys. Housewives, club women, industrial leaders, ministers. These were the people who had initiated the surveys, run them, taken part in them, and then when the results were in, had worked to remedy the conditions they had exposed. Their only technical assistance had come from the Citizens' Council, or from the Departments of Community Studies at colleges and universities in New York—the services of which are available to any community in the state.

Gloversville, for example, had sent ten citizens to tell its story. They were part of a twenty-five member Community Study Workshop that had studied the community's people and their attitudes, the state of its health and welfare, its recreational and school needs. The Workshop's findings were a shock. Economic deterioration in Gloversville had been presumed, but never pinpointed. Named for and largely depend-

ent upon the glove industry, the community had watched as a big part of its business went to Puerto Rico and the Philippines. One in five of employable townspeople was out of work. Little new industry had been attracted to the community.

But what of social conditions, of attitudes? The Workshop found that in some areas of Gloversville people were living in hovels. There were large numbers of privies in use. No barber in town would give the Negro minister a haircut. Of concern to the Workshop was the unconcern of the citizens. The members set out to turn apathy into enthusiasm and conviction.

As a first step, they released publicity on the number of privies. Immediately, people telephoned to ask why the Health Department took no action. (The answer: the sanitation inspector was overworked and in need of assistance.) The enthusiasm of the Workshop members grew as the people responded to their prodding. Others became involved in community studies, stayed to become town boosters. Attendance at School Board sessions soared. The Welfare Department came to the aid of the harassed sanitary inspector. More impressive, these projects are now under way in Gloversville:

- Extension of the sewer system.
- A mental health clinic (backed by both the Kiwanis and Rotary Clubs).
- A 3% utility tax for the public schools.
- A City Planning Commission.

And the town has subscribed \$100,000 to bring in a new industry with a million dollar annual payroll.

Groton (NY) is one-fifth the size of Gloversville, but its self-survey matched in enthusiasm and scope that of its larger neighbor. Nucleus of the study group were nine women, who last summer invited an associate professor from Cornell University to assist them in formulating a questionnaire to be circulated in the community. Because the women felt that Groton was "standing

still," the questionnaire was directed toward finding out what was lacking in the way of leadership, what services and opportunities in the town the people approved of and what could be improved.

Getting the questionnaire prepared was only a minor step. Having a cross-section of the population fill it out proved to be a major hurdle. A mail poll was a dud. Four hundred people were then asked to visit various town centers to fill out the questionnaires. Forty came. But service and other clubs set aside time at meetings for members to answer the questionnaires; the local editor joined the campaign; until finally 190 forms were completed and tabulated.

The women's group decided to present the report at a community-wide meeting. The 175 townspeople who attended were fired into action. The weeks that followed were a continuous round of community projects, each lifting community morale higher, injecting the citizens with progressive and spreading enthusiasm. Remarked a member of the Groton team: "We used to think we had to have some wealthy citizen lead us. Now we have seen what aroused citizens can do."

Commented a team leader, who had heard the Groton case history: "I see that study and action go together. As soon as the study arouses people, get them into action on some project pronto."

The Setauket Civic Association had done just that. It had brought representatives from town organizations together at a meeting after several years of bitter fighting. Out of the meeting came a United School Study Committee; out of the Committee's work, a school and community center.

Each of the eight teams presenting case histories reported a common benefit from the self-surveys: a tremendous surge in community morale. Their problems were different, as were their methods of solution. But the important thing, from a public relations viewpoint, is not what they did, but the way they did it. For the PR practitioner whose work brings him into community relations, an aroused citizenry properly led can be an invaluable ally. ● ●

(Ed. note: Further information on the work of the New York State Citizens' Council may be obtained from H. Curtis Mial, Director, 613 Genesee Street, Syracuse 2, New York. For information on the "host and visiting team" technique of survey work, write Prof. Wayne Hodges, School for Industrial and Labor Relations, Cornell University, Ithaca, New York.)



# NEWS IN VIEW . . .



**AUSTRALIAN INSTITUTE OF PUBLIC RELATIONS:** Head table at meeting held on June 25 in Sydney—left to right, seated, Alderman P. D. Hills, Lord Mayor of Sydney; Asher Joel, retiring president and member of PRSA; Hon. W. F. Sheahan, Attorney General; Sir Norman Nock, president, Australian Council of Retail Traders. Standing—E. Bennett Bremner, PR director, Qantas Empire Airways, new president; D. Barnes, PR officer, New South Wales Department of Lands, vice president; R. Cameron, PR officer, Rural Bank of New South Wales, honorary secretary; Hedley Bryant, PR director, Radio 2UE, vice president.



**RPRRA ELECTS NEW OFFICERS:** At its Second Annual Meeting, June 14-15, the Railroad Public Relations Association elected the following officers for the ensuing year—(left to right) J. D. Parel, manager, Agricultural Relations, Association of American Railroads, Washington, D. C., re-elected secretary and treasurer; A. S. Baker, executive assistant to the president, Boston & Maine Railroad, Boston, Mass., new vice president of the Eastern Region; G. C. Frank, assistant to the president, Erie Railroad, Cleveland, Ohio, newly chosen president; C. S. Pope, vice president, Minneapolis, St. Paul & Sault Ste. Marie Railroad, Minneapolis, Minn., new vice president for the Western Region; R. G. Hodgkin, Jr., PR representative, Atlantic Coast Line Railroad Company, Wilmington, N. C., new vice president for the Southern Region.



**John F. Locke**, director of community relations, Cincinnati Public Schools, elected president of the National School Public Relations Association, a department of the National Education Foundation, at June meeting in New York.



**Francis C. Pray**, public relations counselor for the University of Pittsburgh, who was elected president of the American College Public Relations Association in New York at the June conference of the group held at the Hotel Roosevelt.



PRSA's president, Frederick Bowes, Jr., director of public relations and advertising of Pitney-Bowes, Inc., is briefed by pilot Capt. J. W. Fiebig before a ride in an Air Force T-33, a 600-mile-an-hour jet aircraft, at Eglin Air Force Base, Florida. Mr. Bowes was one of 60 business, industrial and educational leaders who recently completed a week's tour of naval, military and air installations sponsored by the Secretary of Defense Charles E. Wilson.



The Northeast Ohio Chapter, PRSA, at its June luncheon meeting presented an illuminated scroll to Thomas P. "Perry" Cragg, chief photographer for the *Cleveland News* for the honors that have accrued to him during his 34 years with the *News*. The citation was "for his leadership in news photography and for the contributions he has made to his profession and his community." This year alone Mr. Cragg won the Cleveland Newspaper Guild Award; the Kent State University-Kalart Award for the best picture story series; the University of Missouri, School of Journalism, National Photo Contest; and the National Press Photographers Association-Encyclopaedia Britannica Contest, which is considered the top photographic contest. He is one of the founders of the National Press Photographers Association. The scroll was presented by Paul Brokaw (right), president of the Northeast Ohio Chapter of PRSA.

## Australian Public Relations Institute Holds Annual Conference

The Australian Institute of Public Relations held its Annual Meeting and Conference in Sydney on June 25. A number of distinguished guests indicated the recognition which has been given to the Institute by leaders in government and civic affairs, commerce and industry. Among those present were The Lord Mayor of Sydney, Alderman P. D. Hills; The Attorney General, Hon. W. F. Sheahan; Chairman of the Australian Council of Retail Traders, Sr. Norman Nock; Chairmen of such associated bodies as Chamber of Manufacturers, Chamber of Commerce and the Australian Association of National Advertisers.

In acknowledging tributes to his eighteen months in office, retiring President Asher Joel said:

"Public relations men have a great responsibility to society. In their hands are the tools for moulding public opinion; for interpreting policy and convincing men and women of the truth of that policy. It is a great gift to possess this capacity and one which should be used only in the interests of all that is

good for society.

"To those who have enjoyed selection by their fellow men as the leaders of the profession, the exercising of this gift should always be directed to making a distinct contribution toward the progress of mankind."

Following the luncheon, which was preceded by the annual meeting and election of officers, a number of interesting topics were discussed. Jack Flowers, chief of staff, Sydney Morning Herald, talked on "The press and Public Relations." Professor J. S. Clarkel of the University of Technology of Sydney, considered the question "Is a System of Examination Desirable for the Practice of Public Relations?" The subject "Top Dog — Public Relations or Advertising?" was reviewed by B. Catterns, advertising manager, Goodyear Tyre Co.; J. Humphrey, secretary, Australian Association of Advertising Agencies; N. Griffiths, public relations officer, Rural Bank of New South Wales; and T. McKeon, public relations officer, Department of Conservation.

## Gas Associations Hold PR Conference

An all-day conference at the Sheraton Plaza Hotel in Boston, June 16, said to be the first in the history of the gas industry, was devoted to public relations for utilities. The five sponsoring associations were the American Gas Association, New York; Gas Appliance Manufacturers Association, New York; Independent Natural Gas Association of America, Washington; Liquefied Petroleum Gas Association of New England, Inc., Boston; and The New England Gas Association, Boston. Similar regional conferences throughout the country are planned for the ensuing year.

Many prominent speakers took part in the program. Among them were Roy E. Wright, president of N.E.G.A. and director of Gas Sales, NEGA Service Corporation, Cambridge, who spoke on "A Striking Development in Association Cooperation"; Remick McDowell, chairman of AGA's PR Coordinating Committee and vice president in charge of PR and finance, The Peoples Gas Light & Coke Company, Chicago, whose topic was "AGA and You—The PR Challenge"; and Eugene F. Martin, vice president of Carl Byoir & Associates, New York PR consultants, who discussed

(Continued on page 29)

## International PR Service Organized by Hill and Knowlton



John W. Hill

Organization of a new international public relations service, joining the facilities of four Western European firms with those of Hill and Knowlton, Inc., has been announced by John W. Hill, president of the New York PR counseling firm which also has offices located in Washington, Pittsburgh, Cleveland and Chicago. The company is also establishing a subsidiary in Australia.

In Western Europe, Hill and Knowlton will be associated with public relations counsels in the United Kingdom, France, Belgium, Switzerland and the Netherlands. The associated organiza-

tions are all pioneers in the field of public relations in their respective countries and are serving important European industries and organizations.

The foreign firms are Campbell-Johnson Limited (London), Franck Bauer and Associates (Paris), Eric Cypres & Associates (Brussels and Berne), and F. E. Hollander and Partners (The Hague).

The Australian company, to be known as Hill and Knowlton Proprietary, Limited, will have its headquarters at Sydney, New South Wales. Its managing director will be George E. McCadden, former head of the United Press Association office, the only American newspaperman based in Australia since 1947.

The expansion of Hill and Knowlton's services abroad has been in re-

sponse to the requirements of its client companies. The increasing interest in public relations as an aid to management of American enterprise abroad was indicated early this year when the firm made a round-the-world PR survey for some of its clients. Staff members traveled over 100,000 miles from January to April in completing the studies.

A two-man team from the firm's staff studied the public relations climate in many countries in the Middle and Far East. A separate survey was conducted in Australia and New Zealand, as a result of which Hill and Knowlton Proprietary, Limited was established.

Plans for the future include the establishment of additional facilities in other countries as the needs for these arise.



# The Big Team that m



# almakes the Big Decisions...

**T**AKE THE BOARD of a leading American bank (assets, \$6 billion) — its members represent more than a dozen separate and distinct business and professional backgrounds.

Not many more men than a corporal's guard—yet a massive influence on America's whole corporate community. A hard type to reach?...Consider the approach through Newsweek.

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*And an astonishingly large number...16%...sit on the boards of one or more companies.*

## A Big Service for Big People

Newsweek commands the attention and respect of influential people because it provides the news scope recognized as essential by big minds.

Here is the one news medium dedicated to—and uniquely qualified for—interpretation of the news significance.

Newsweek supplies not only the facts, but analysis of the causative forces and personalities, correlated with allied events. And by this, estimates the likely outcome.

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*the influence that  
influential Americans trust*



# Field News



In a light vein during party preceding June dinner meeting, host Larry Drake and some of the present and past officers of the Detroit Chapter indulged in a little "ribbing." Sign proclaims them "America's Top Public Relations Executives." Left to right are Toby Wiant of Young & Rubicam, past president; Larry Drake of Blue Cross-Blue Shield; Jim Kaufman of Ross Roy, Inc., chapter vice president; Bob Dunn of Ford Motor, local board member and membership chairman; Bill McGaughey of American Motors, charter member and national director; and Bill Durbin of Burroughs, PRSA national treasurer and past president of the chapter.

## CHICAGO CHAPTER



Scott Jones

At the first meeting of the 1954-55 board of directors the following officers were elected for the ensuing year: Scott Jones, partner, Gardner & Jones, president; Sam Austin, vice president, Bozell & Jacobs, first vice president; Don Cowell, director of public relations, Quaker Oats Company, second vice president; Stewart Howe, vice president, Illinois Institute of Technology, third vice president; Alice Donahue, director of public relations, Fred Harvey System, secretary; Manly Mumford, regional director of public relations, The Borden Company, treasurer.

## HOUSTON CHAPTER

The proceedings of the Second Public Relations Conference conducted by the Houston Chapter in the spring have been published by the Chapter in a 70-page slick-paper illustrated booklet. The booklet is a comprehensive report well worth having whether you attended the conference or not.

As a matter of record, it was Louis B. Seltzer, editor of the *Cleveland Press*, who gave the opening address and not George Carmack as reported in the June issue of the *JOURNAL*. Mr. Carmack introduced Mr. Seltzer.

## MID-SOUTH CHAPTER

PR evangelism can be practiced by every Chapter member, sometimes in unexpected ways and places. Ed Lipscomb, who recently

appeared on the program for the American Plant Food Council in Hot Springs, Virginia, discussed the unusual subject of "What the Fertilizer Industry Can Do to Help the Farmer with His Public Relations Problems."

Chapter members have been invited by C. Armitage Harper of the Democrat Printing & Lithographing Company, Little Rock, to use the vacation facilities of the cottage on Lake Catherine, near Hot Springs, maintained for his company's personnel.

## NEW YORK CHAPTER

Kalman B. Druck, vice president of Carl Byoir & Associates, New York PR counseling firm, was re-elected for a second term as president of the Chapter at the annual business meeting in June.

Kerryn King, PR director of the Texas Company, was named for a second term as first vice president, and Bates Raney, staff manager of the PR Department of Johns-Manville Corporation was re-elected secretary-treasurer. J. Raymond Bell, PR executive for Columbia Pictures Corporation, was elected second vice president, and Thomas D. Yutzy, partner in Dudley, Anderson & Yutzy, Inc., third vice president.

Directors elected for a three-year term are Denny S. Griswold, publisher and editor, *Public Relations News*; Carolyn Hood, PR director, Rockefeller Center, Inc.; and Admiral Harold B. Miller, executive director, Oil Industry Information Committee, American Petroleum Institute. William W. Cook, partner in Pendray & Company, was named a director for a two-year term.

In his annual report to members, Mr. Druck announced that the 1953-54 chapter year just completed was the most successful in history. Membership rose by 25% during the year with 100 new members bringing the chapter's present roster to over 500.

During the year thirty workshops and special luncheons were sponsored by the chapter. A public service program was formulated and an educational relations

(Continued on page 23)



Kalman B. Druck



Kerryn King



J. Raymond Bell



Thomas D. Yutzy



Bates Raney



William W. Cook



Denny S. Griswold

## NEW YORK CHAPTER

## OFFICERS AND DIRECTORS FOR 1954-55



Carolyn Hood



Adm. Harold B. Miller

## PEOPLE • PROGRAMS • AND ACCOUNTS

SCOTT M. CUTLIP, associate professor of journalism at the University of Wisconsin, served as visiting professor of public relations for a month's short course for public utility executives from the Pacific Northwest, sponsored by the College of Business Administration, University of Idaho.

ROBERT M. SNIBBE has been named vice president of the Good Reading Rack Service, Inc., New York, publishers of educational booklets for employees. He was formerly general manager.

WILLIAM P. EBLING, director of Syracuse University's News Bureau, has been appointed assistant professor of public relations in the School of Journalism and the College of Business Administration.

GEORGE L. STAUDT, advertising and public relations manager of Harnischfeger Corp., Milwaukee, has been named chairman of the board of the National Industrial Advertisers Association.

Ruder & Finn Associates, New York, has promoted three members of the firm to vice president in newly created executive positions: RENE SCHENKER, vice president in charge of services; H. V. WAGNER, vice president and general manager; and PAUL R. ZUCKER, vice president in charge of account operations.



KEEN JOHNSON, vice president and director of public relations, Reynolds Metals Company, has been elected 1954-1955 president of the Advertising Club of Louisville. The club is Kentucky's oldest and largest luncheon club and the South's largest organization of marketing executives.

Mrs. PHYLLIS D. MICHELFELDER, formerly director of the News Bureau at Barnard College, New York, has been appointed director of public relations, succeeding Mrs. AILEEN P. WINKOPP. After an extended vacation, Mrs. Winkopp plans to return to the field of educational public relations as a consultant.

Gray & Rogers, Philadelphia advertising and public relations agency, names three new partners: GRANVILLE WORRELL, of the contact department; ALBERT R. BOCHROCH, also of the contact department and in charge of new business; and FRANKLIN P. JOWLA, publicity director.

S. RALPH COHEN, public relations officer of the International Air Transport Association, Montreal, has been appointed honorary public relations adviser by the Montreal Museum of Fine Arts, senior art institution of Canada.



Richard R. Bennett, public relations director in Washington for the National Association of Manufacturers, has been appointed to the faculty of Yale University's Northeastern on public relations. Mr. Bennett is vice president of PRSA's Washington Chapter.

EDWARD LERO, public relations director of Hewitt-Robins, Inc., Stamford, Conn., has been given the additional responsibility of advertising manager.

MARIE MARGARET WINTHROP, president, and VALORE L. MARCINAK, treasurer of TECH Agency, Inc., Detroit, celebrated their tenth anniversary in business in June.

Administrator Harold E. Stassen of the Foreign Operations Administration awarded a Certificate of Cooperation to the B. M. BASFORD COMPANY of New York and Cleveland for cooperation in providing guided research opportunities for the Danish Economic and Trade Journal Study Group.



DONALD C. BOLLES, executive director of the Central Department of Public Relations, National Council of the Churches of Christ in the U. S. A., has been named president of the Publicity Club of New York, Inc.

FRED J. HAMM, former group supervisor, has been appointed vice president of Gaynor & Company, Inc., New York.

KEN R. DYKE, vice president in charge of public relations and publicity, Young & Rubicam, Inc., New York, has been appointed chairman of the AAAA Improvement of Advertising Content Committee.



ROBERT S. JOHANSON, who has been a member of the General Motors public relations staff in Detroit since 1953, has been named PR director of GM's AC Spark Plug Division.



FAUSTIN J. (JACK) SOLON, JR. has resigned as vice president of Glass Fibers Inc., where he was director of advertising, public and trade relations, to form his own PR counseling firm, Jack Solon Associates, in Toledo.

Marian Jobson and Albert Carrière announce the formation of a new public relations company, CARRIÈRE AND JOBSON, INCORPORATED, with offices in New York and Chicago, continuing the PR counseling formerly conducted by the partnership of Hartwell, Jobson and Kibbee.

JOHN FELLER, a publicist with twenty-five years' experience in the New York metropolitan area, has formed his own PR firm to be known as John Feller Affiliates, Inc., New York.



ARTHUR P. SCHULZE, formerly a member of Hill and Knowlton's Cleveland office, has been appointed manager of public relations and advertising for the Diamond Alkali Company of Cleveland.

ALAN T. WOLCOTT, former consultant in media planning for General Electric Company, has been named director of public relations for the Audit Bureau of Circulations, a newly created ABC post.

COATES AND MCCORMICK, INC. announces the removal of its Washington office to Suite 1300, The Wyatt Building, 777 Fourteenth Street, N.W., Washington 5, D. C.

ROBERT R. DENNY, a former member of the Washington *Times-Herald's* editorial and promotional staffs, will now direct public relations and publicity programs for Henry J. Kaufman & Associates, Washington, D. C.

ALLEN WAGNER, a veteran in the field of newspaper writing and public relations has joined the staff of the American Transit Association as director of public information.



DONALD H. JENSEN, former PR and advertising manager of the Fairchild Engine Division, Fairchild Engine and Airplane Corporation, will direct public relations activities of the Square D Company, Detroit.

ED CARCHIA, formerly with Duane Jones Co., Inc., has been named public relations and copy director of John Philips Advertising of Bloomfield, N. J.

### MOVES

Ketchum, MacLeod & Grove, Inc., Pittsburgh advertising and public relations agency, adds two new PR account executives: M. JEROME CONN, former member of the editorial staff of *The Lancaster, Pa., News Era*; and H. DALE HENDERSON, formerly an executive with Charles A. Haney & Associates.





Leonard S. Patillo

LEONARD S. PATILLO, veteran association worker, has returned to the Houston Chamber of Commerce as manager of the Houston Magazine. JAMES W. RUSHING will succeed him as director of public

relations for the Texas Manufacturers Association.

THOMAS J. COOLEY, former assistant executive secretary for public relations of the New Hampshire Children's Aid Society, is now executive director of the Watertown, New York, Community Chest.

EDITH GILSON, former PR director for Klores & Carter Advertising and the Formal Wear Institute, Inc., has joined the Blaine-Thompson Company as director of public relations and publicity for their Commercial Division.

JERRY KOBRIN and MARSHALL POST, JR., veteran newspapermen, have resigned from the editorial staff of The Reading (Pa.) Eagle to form the public relations firm of Kobrin and Post, located in the Berkshire Hotel, Reading.

The New York headquarters office of the NATIONAL ASSOCIATION OF MANUFACTURERS has been relocated at 2 East 48 Street.

T. K. THOMPSON, a former Philadelphia Inquirer reporter, has been named to the administrative staff of the Hahnemann Medical College and Hospital to fill the newly created post of public relations director.

BERNICE FITZ-GIBBON, advertising consultant, announces the opening of offices as Bernice Fitz-Gibbon Inc. in New York.

JOHN F. DEMPSEY, formerly managing director of the Home Furnishing Industry Committee, has joined The Philip Lesly Co., Chicago and New York public relations counsel, as an account executive in the Chicago office.

## ACCOUNTS

N. W. AYER & SON, INC., New York, has been retained by the Calvert School of Baltimore, Maryland.

ROGERS & COWAN, New York and Los Angeles, has been appointed PR counsel for The Sheraton Corporation of America, one of the nation's largest hotel chains.

General Cellulose Corporation of Garwood, N. J., has appointed RUSSELL BIRDWELL & ASSOCIATES, INC., New York.

GAYNOR & COMPANY, INC., New York, has been appointed public relations counsel for Federal Fawick Corporation, Cleveland.

NORMAN MALONE ASSOCIATES, INC., of Akron, Ohio, has been named to handle the advertising and public relations programs for the Marchand Saveway Markets of Mansfield, Ohio.

L. RICHARD GUYLAY AND ASSOCIATES, New York, have been appointed public relations counsel by The Charles E. Skinner Productions.

HAZARD ADVERTISING CO., New York, has been appointed by The Naphthenates Preservatives Institute, Inc., Washington, D. C., to handle public relations and publicity.

MARGARET HERBST, New York counsel, has been appointed by the newly formed Turf Research Foundation to head up its Eastern Office.

American Business Systems, Philadelphia, has appointed GRAY & ROGERS, of the same city, to handle its advertising.

## Pioneer PR Man Hayden Weller Dies

Hayden Weller, director of public relations for The Cooper Union For The Advancement of Science & Art, New York, died in June at the age of 51.

A pioneer in college public relations, Mr. Weller had been with New York University from 1929 to 1951. He was a member of the American College Public Relations Association, PRSA, Metropolitan College Public Relations Council, and the Industrial Publicity Association of New York.



EUROPEAN PR MEN STUDY U. S. METHODS: Above, top, Mogens V. Rasmussen of Copenhagen, PR director of the Danish Employers Association (left), is briefed by Ernest Stewart, PR manager of the National Cotton Council, on American public relations techniques during visit to the Council's New York office. Bottom: Olavi Laine (second from right), managing director of the Association of Finnish Work in Helsinki, pictured in Houston with Emerson

Smith, director of public information for Continental Oil Company; John Mortimer, Gulf Southwest District PR director for U. S. Steel Corporation; and George Kirksey, president of his own PR firm. Mr. Laine discussed the establishment of an international public relations organization with members of the Houston Chamber of Commerce's Information Committee. Both Mr. Rasmussen and Mr. Laine were assisted in their itineraries by PRSA headquarters.



## FIELD NEWS . . . (Continued from page 20)

program started. Member participation in chapter activities increased greatly over previous years.

Mr. Druck cited the chapter's cooperation with other agencies in the fight against a 3% New York City sales tax on services as an example of effective, concerted action by the profession in a common cause.

### PHILADELPHIA CHAPTER

New officers of the Philadelphia Chapter for the ensuing year include John K. Murphy, manager of community relations, The Pennsylvania Railroad Company, president; Ben Kaufman, assistant general manager and PR director, H. Kramer & Company, first vice president; Robert G. Wilder, PR director, Fred Wittner Advertising, second vice president; Thelma Beresin, partner and PR director, Gray & Rogers, secretary; and Wilmer D. Cressman, manager of public relations, James Lees and Sons Company, treasurer.

### ROCHESTER CHAPTER



William H. Corwin

William H. Corwin, PR director of Taylor Instrument Companies, has been elected president of the Chapter.

Other new officers for 1954-55 are William P. Blackmon, PR director, Delco Appliance Division of General Motors, vice president; Eugene K. Richner, Eastman Kodak PR Department, secretary; Norman M. Howden, publicity director, Charles L. Rumrill & Co., Inc., national director; and Rebecca R. Keene, PR director, Strong Memorial Hospital, treasurer.

Discussing a public relations pamphlet are George Crowson, vice president of PRSA and members of the Rochester Chapter. Left to right—Eugene K. Richner, Eastman Kodak PR Department; Rebecca Keene, PR director, Strong Memorial Hospital; Mr. Crowson; Thomas F. Robertson, PR director of Eastman Kodak and past president of the Rochester PR group. Mr. Crowson discussed the national PRSA, its scope and objectives, at the June chapter meeting.



### SAN FRANCISCO BAY AREA CHAPTER



Pictured at the June meeting of the Chapter are Ralph Gordon (right), West Coast PR director of the Ford Motor Company, and staff member (left), who were introduced by meeting chairman Mervin D. Field, president of the Field Research Company. Mr. Gordon presented a case history of the trials and tribulations of a public relations man faced with the problem of trying to avoid an adverse public reaction due to a shift in his plant location from Richmond to Milpitas.

Winners of Better Business Bureau contests were announced by a chapter committee who acted as judges and presented a panel discussion of Bureau public relations at the BBB International Conference recently.

For its entry on exposing FHA frauds, now of national interest, the San Francisco Better Business Bureau won the Los Angeles Trophy Award. The Texas trophy,

awarded to cities of 300,000 or under, went to the Worcester, Mass. Bureau for its effective action in protecting that community against unethical contractors following last year's destructive hurricane there. Winner of the Boston trophy for the best use of fact pamphlets was Cincinnati, Ohio.

Members of the Chapter committee who acted as judges and took part in the panel discussion included Bob Ross, chairman; Bill Estler, Mark Ogden, Frank Sullivan and Eugene Whitworth.

The Chapter's July meeting featured Clarissa Shortall McMahon, supervisor, City and County of San Francisco, who spoke on "The Public Relations Problems of a Public Official and How They Are Handled."

The Chapter's new illustrated "news" shows the value of pictures in telling chapter events, stories, and other activities.

### TOLEDO CHAPTER

George Schlosser, PR director of the DeVilbiss Company, has been elected secretary-treasurer of the Chapter to succeed John R. McGeorge who resigned due to pressure of other duties. Arthur Kochendorfer, assistant executive secretary and manager of the PR Department of the Toledo Chamber of Commerce, has been elected a national director.

### WASHINGTON CHAPTER

Richard R. Bennett, public relations director in Washington for the National Association of Manufacturers and vice president of the Washington Chapter, has been appointed to the faculty of Yale University's Northeastern Institute to lecture on public relations. The Institute, organized in 1946 for trade association and chamber of commerce personnel, opened in New Haven on August 1.

Mr. Bennett was also recently elected vice president of the Washington Trade Association Executives and is a member of the planning committee and chairman of its subcommittee on program and speakers on national issues for the 1955 Washington Conference of the American Trade Association Executives to be held next March.

A one-day Middle Atlantic Public Relations Conference in the form of a workshop clinic will be held at the Hotel Statler in Washington on September 24. An imposing array of distinguished speakers in the field of public relations, television, radio, press and other media will discuss themes such as "Public Relations—Its Functions and Responsibilities;" "What Radio and TV Wants from Public Relations Practitioners;" "Public Relations—Its Contribution to Communications, Past and Present;" and "What the Printed Media Want from Public Relations Practitioners." General chairman of the conference is Mr. Bennett.

### WISCONSIN CHAPTER

Wisconsin Chapter member George L. Staudt, manager of advertising and sales promotion, Harnischfeger Corp., Milwaukee, has been elected chairman of the board of the National Industrial Advertisers Association.

## News in Education

### MPA-NEA Editor-Educator Conference Held at Columbia University



Some of the participants at the MPA-NEA Editor-Educator Conference: (left to right) Andrew D. Holt, vice president of the University of Tennessee; Woodrow Wirsig, editor of the *Woman's Home Companion*; Samuel M. Brownell, Commissioner of Education, Department of Health, Education and Welfare, Washington, D. C.; William Jansen, Superintendent of New York City Schools; Jean Austin, editor of the *American Home*; and Representative Jacob K. Javits, 21st District, New York.

In what was said to be the first formal attempt on a national scale to bring together schools and magazines on the common ground of public education, the Magazine Publishers Association and the National Education Association sponsored a two-day Editor-Educator Conference, held June 14-15, in conjunction with the Columbia University bicentennial celebration.

Panel speakers for the series of forum, luncheon and dinner sessions were outstanding editors from the magazine press, magazine publishers, college and school executives, classroom teachers, professors, officers of professional associations, and members of Congress and other government agencies. Dr. John W. Studebaker, chairman of the board of *Scholastic* Magazines and former commissioner of education, acted as conference chairman.

The four panel sessions featured editors and educators in equal representation, in discussions on the following topics: Panel I, "Keeping Pace With Knowledge;" Panel II, "The Guidance of Youth;" Panel III, "How to Handle Controversy;" Panel IV, "Better Use of Leisures and Longevity."

Walter D. Fuller, chairman of the board of The Curtis Publishing Company and also the Magazine Publishers Association, delivered the keynote address, "Better Use of Knowledge." The principal address at the final banquet Tuesday night in the

Sert Room of the Waldorf-Astoria Hotel was given by Senator Homer Ferguson. His topic was "Public Opinion and the Legislative Process."

Educational leaders of the country welcomed the opportunity to explore the areas of mutual interest between schools and magazines, said NEA's president William A. Early, because "the effective interpretation of education's problems to the public is largely dependent upon magazines."

Reginald Clough, vice chairman of the Public Relations Committee of the Magazine Publishers Association, said that "magazines as important media of adult education which carry on where the schools leave off must work more closely now than ever before with school personnel."

### Adult Education Association Plans 4th National Conference

Built around the theme, "Adult Education for a Free Society," the Fourth National Conference of the Adult Education Association of the U. S., to be held at the Hotel Morrison, Chicago, November 7-9, will highlight the unique contributions adult education can make toward preserving a free, democratic society.

There will be five general sessions and fourteen common interest meetings, featuring prominent speakers.

### Joint Committee Set Up To Advance Adult Education

Plans for a fuller use of the vast educational potentials that lie in closer cooperation between schools and the popular media of communication are taking shape.

A program of study and action will be framed by a joint committee set up by the National Education Association and the Magazine Publishers Association to help schools do a better job and find ways of using the tremendous adult educational impact of the nation's magazines for the greatest good.

"The 12,000 newspapers published in our country today, and some 11,000 magazines—including 4,500 non-profit publications—constitute an enormous education medium not even approached anywhere else in the world," said Walter Fuller, MPA board chairman and also chairman of the Curtis Publishing Company. "They constitute, in fact, a medium of continuing education for the American people which would cost untold millions of dollars to duplicate in other ways."

MPA President Arch Crawford emphasized that schools and the American free press have a mutual responsibility for teaching, guiding, and interpreting, as well as communicating knowledge and facts. "It is hoped," he said, "that a closer liaison and cooperation between editors and educators, stemming from the recent conference sponsored by MPA and NEA, will be carried to that logical conclusion. Such plans are, in fact, already being considered."

### ACPRA Conference Seeks Better Communication

Over 600 PR practitioners from the country's colleges and universities attended the three-day convention of the American College Public Relations Association, held June 20-23 at the Hotel Roosevelt, New York. The theme of the conference—"Advancing Man's Right to Knowledge"—was related to the theme of Columbia University's current year-long bicentennial celebration, "Man's Right to Knowledge and the Free Use Thereof."

One hundred and seventy-one speakers and panelists took part in a series of twenty-eight special interest seminars and general interest symposia. Their chief aim was better communication between industry and education so they could better understand each other's responsibilities and problems.

The morning seminars discussed such topics as community relations, fund raising, college publications, news dissemination, and educational TV. Special seminars were also arranged for sports publicists and members from liberal arts colleges, medical schools, state universities, teachers' colleges, and urban universities.

The afternoon symposia dealt with "Man's Right to Knowledge," "The Social Sciences: An Opportunity for Public Relations," and "Public Relations as a Force in American Society."

## NSPRA Holds Communications Seminar

The National School Public Relations Association sponsored a week long seminar on communication techniques in school public relations at the Hotel New Yorker, July 4-9. The event was arranged in cooperation with The Advertising Council, Inc., Benton & Bowles, Inc.; Edward L. Bernays; National Broadcasting Company, Inc.; National Citizens Commission for the Public Schools, *The New York Times*; Teachers College, Columbia University; and *Time-Life-Fortune*.

Seminars were held at Teachers College, Columbia University, *The New York Times*, the Johnny Victor Theater, *Time-Life-Fortune*, the National Broadcasting Company. A series of special interest seminars were also held at the Hotel New Yorker. All sessions featured outstanding speakers in their particular fields.

Preceding the week-long conference, a "Salute to Teachers for Tomorrow" was held at the Waldorf-Astoria on July 1 in the form of a Celebrities Dinner.

## Columbia Graduate Adds East European Studies

The graduate program of East European Studies, which begins in September 1954 at Columbia University, will offer courses in literature and culture, political sciences and languages. In the second year the program will be enlarged by the addition of a number of research courses and seminars.

The program is designed to provide advanced training for a limited number of well qualified Americans to do work of authority in business, in journalism, in various branches of government service, and in academic research and teaching in the social sciences and humanities. It will, it is hoped, help to meet the need for people specially trained to study the problems of the regions which lie between Germany and the Soviet Union.

Advanced study of Russia and the Soviet Union has been conducted at Columbia by the Russian Institute since 1946, and a regional program on Germany is provided by the European Institute.

## NYU Adds New Courses In Graphic Arts, TV, Publicity

Three new courses have been added to the fall curriculum of the Center for the Graphic Industries and Publishing at New York University's Division of General Education—"Art as a Business," Format and Design: The Contemporary Magazine," and "Printing and Promotion Techniques." The Division has also added two professional courses in writing for television, one an advanced seminar.

In addition there are two courses in publicity. "Publicity Fundamentals," a course on practical techniques and modern methods for beginners in the field, will include field trips as well as lectures. The second course, "Radio and Television Publicity," will feature guest lecturers from the trade in addition to the regular instructor.

NYU's Division of General Education is believed to be the largest adult education, non-degree unit at any privately supported college or university in the nation.

## Nationwide Contest Finds Annual Reports Could Be Improved

Fifty-five companies in the United States and Canada issue good annual reports to their employees, according to the results of a contest sponsored by *The Score*, a monthly industrial relations report published by Newcomb & Sammons, Chicago management counsel. In general, however, there is still considerable room for improvement.

The three best reports, according to the judges, were issued by the Erie Railroad, Esso Standard Oil Co., and Revere Copper and Brass Inc., who tied for first place with a score of 85%.

Five judges appraised the entries, on the basis of journalistic quality, plant-level acceptance, quality as financial statements, effectiveness in merchandising of the management story, and public relations value. Chairman of the judging committee was Kenneth E. Olson, dean of the Medill School of Journalism, Northwestern University. The other judges were S. R. Bernstein, editor of *Advertising Age*; Robert L. Bliss, PRSA's executive vice president; Carl C. Harrington, editor of *Mill & Factory*; and John A. McWethy, assistant managing editor, *The Wall Street Journal*.

The employee annual report contest, first of its kind, indicated that while the reports were generally impressive, business and industrial management still has some distance to go in developing techniques of reporting to employees.

In highlighting the contest in a recent issue, *The Score* said that "management's language often goes over the employee's head" and pointed to management's reluctance to "talk profits." Some reports, the publication added, are needlessly flashy. The judges of the contest found that financial terms could be clearer.

## AMA Special Session On New Tax Law

The new federal tax law and its impact on corporate management will be analyzed at a special briefing session to be conducted by the American Management Association at the Hotel Statler, New York, August 19-20. Several hundred business executives are expected to attend to hear the analysis, item by item of each of the fourteen major areas of the corporate tax law in which there are substantive changes.

## Human Relations Seminar Supervisor Development

The Institute of Labor and Industrial Relations of the University of Illinois, Champaign, Illinois, will offer four more supervisors' development short courses during September 1954 and January, June, and September 1955. These courses aim to help a new supervisor understand and appreciate more deeply the human aspects of his total management job.



## RECEIVED RECENTLY . . .

● **A Guide to Modern Management Methods**, by Perrin Stryker and the Editors of *Fortune*, written in the clear, lively style of *Fortune*, should go a long way toward clarifying for the working executive the processes and problems of modern management. The book covers everything from executive development to psychological counseling, training, organizing, planning and control, management counsel, communications, participation, compensation and retirement. (McGraw-Hill Book Company, Inc., N. Y., \$3.50.)

● **Mike and Screen Press Directory 1954-55**, a 350-page reference book with many excellent editorial features and sections covering U. S. broadcasting stations and their news facilities, news organizations, public relations contacts, government agencies, police agencies, fire department, international and New York City information. (Radio-Newsreel-Television Working Press Association of New York, Inc., 270 Park Avenue, N. Y., \$10.00.)

● **Handbook of Graphic Presentation**, by Calvin F. Schmid, a working manual for all who are concerned with the clear presentation and interpretation of statistical data by means of charts and graphs, profusely illustrated with examples drawn from a wide variety of fields. (The Ronald Press Company, New York, \$6.00.)

● **Dictionary of European History**, compiled by William S. Roeder, designed especially to help understand the situation in contemporary Europe, provides concise and reliable information concerning most of the events and prominent personalities from 500 A.D. to the present. (Philosophical Library, New York, \$6.00.)

● **The Judgment of History**, by Marie Collins Swabey, considers the various approaches to history, common sense, scientific and philosophical, illustrated by critical analysis of men such as Kant, Macaulay, Beard, Soviet history, Toynbee, Whitehead, etc. (Philosophical Library, New York, \$3.75.)

● **Guide to Community Action**, by Mark S. Matthews, a comprehensive book for the use of volunteer organizations, including detailed sources of aid available for community programs. (Harper & Brothers, New York, \$4.00.)

● **Industrial Advertising Handbook**, by fourteen national authorities in the field of mass selling to industry, compiled and edited by Julian Boone, a comprehensive, factual book dealing with the planning, preparation and use of advertising which may serve as a "text" for newcomers or as a refresher and reference for experienced industrial advertising people. (McGraw-Hill Book Company, Inc., New York, \$6.50.)



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- Anniversaries
- Annual Meetings
- Expositions
- Sales Meetings
- Sales Training
- Reception Rooms
- Open Houses
- Skits & Shows
- Vehiculars
- Itinerants
- Exhibits
- Window Displays
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- Cavalcades
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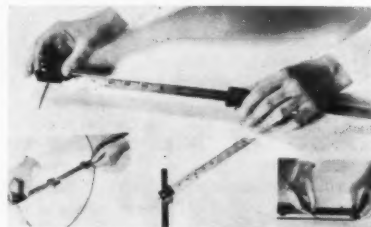
## PR Service Guide . . .

### HANDY WORK ORGANIZER



Recorday, a compact, complete work organizer, provides business travelers, salesmen, managers with an itinerary-diary-expense-appointment-address book in no more space than the average wallet. It lets the user plan his work at least a month ahead. Ample room for notes helps eliminate oversights, improve follow-up and service, eliminates "back-of-the-envelope" note-taking. Plenty of space for cards, driver's license and personal papers. Available in calfskin or morocco. Furnished with diary-memo books for a full year from date of purchase. **SG-81.**

### SIX-IN-ONE CRANESCRIBER



The versatile Cranescriber is a handy tool for artists, signmen, engineers, home-craftsmen. The 18" tempered aluminum rule transforms itself into many instruments with the aid of plastic accessories. It easily provides controlled brush circles, a raised edge striper, a 3' beam compass, elliptical layouts, and a fast-adjusting protractor. **SG-82.**

### TV FILM CATALOG

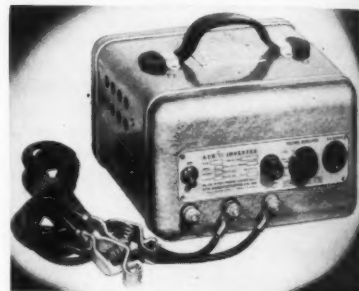
The Visual Education Service of the U.S. Office of Education lists 739 motion pictures in the 6th edition of "U.S. Government Films for Television," recently published. There are now approximately 3,000 government films available for public use, one-fourth of which may be used on TV. The catalog also contains additional sources of information. **SG-83.**

### BUSINESS BOOSTER CARDS

Atlantic Advertising, Inc. has produced an amusing and interesting collection of cards, in greeting card format, that can be used to collect delinquent accounts, produce more business, thank customers for orders, and develop new business. Also special wording can be arranged. **SG-84.**

For information as to source of any equipment or service listed in this section, write to **SERVICE GUIDE**, Public Relations Journal, 2 West 46 Street, New York 36. Indicate item or items in which you are interested by referring to guide number.

### TURNS CAR INTO OFFICE



The ingenious ATR Inverter turns any automobile into an office—makes it possible to dictate reports or other material on the familiar tape recorder, wire recorder, or any other type of dictation machine. It can also be used in buses, planes, ships, trains, and rural or DC residential districts. Complete literature available from the manufacturer. **SG-85.**

### WIRELESS INTERCOM

A six-station wireless selective master intercommunications system, requiring no cables or installation, has been developed by the Talk-A-Phone Co. It offers many features of the conventional Talk-A-Phone line, including a six-channel selector, which enables each unit in the system to transmit to any of the six separate channels and receive calls on any channel it selects to use. As many as three separate conversations can be carried on simultaneously. The "Sonic Gate" circuit effectively suppresses line noises and hum while the system is in actual operation as well as when in stand-by position. **SG-86.**

### LABEL AIDS

Would you like to learn how to use labels more effectively, more economically, in new ways? This handy reference file comes packed with ideas about labels for point-of-sale promotion, advertising, collection, identification, poster stamps, signals, and many other uses. Supplements will be issued from time to time. **SG-87.**

### EDITOR'S HANDBOOK

A new 44-page book, written by Roscoe B. Ellard, professor of journalism, prepared for editors of nursing bulletins contains basic information pertinent to anyone in the editorial field. The book deals specifically with news and feature writing, headlines and pictures. **SG-88.**



# PR Service Guide . . .

## ADJUSTABLE SPEAKER'S STAND



The Hi-Lo Lectern is instantly adjustable to the height of almost any individual because it is motor driven. The adjustment can be made in front of the audience without fumbling with adjusting blocks or thumb screws. Available in a choice of finishes suitable for any auditorium, meeting room or church. **SG-89.**

## RADIOPAGING

Aircall Radiopaging reaches your man in truck or auto, theatre or golf course, indoors or outdoors within a thirty-mile radius. Each subscriber is furnished with a miniature six-ounce pocket radio and a private code number. The radio is kept in free repair and free batteries. Aircall Radiopaging puts your code number on the air when you are wanted. It repeats the number once every minute for two hours, if necessary. You listen in at your convenience. Low monthly service cost. Month-to-month payments. **SG-810.**

## TRY TRACEOLINE

Traceoline is a thin, flexible, semi-transparent sheet which can be used by photographers for diffusing lights; enlarging, negative diffusing and toning; printing with wet negatives where speed is essential; titling and working in backgrounds; reverse negatives. Artists will find it handy for transfers, tracings, frisket cutting. **SG-811.**

## COPICOUNTER FOR EDITORS

If you're looking for a way to save editorial time and composition costs, here's something which should help. *Motor Age's* managing editor has developed an instrument known as the Copic Counter, a dial gage graduated in inches and picas on one face and inches and agates on the other. It can save a lot of time in measuring manuscripts, galley proofs, layouts, overset, etc. In a matter of seconds a whole manuscript can be measured, and the instrument is a step closer to the "shoe horn" for an article that's too long to go into its allotted space. **SG-813.**

## HELP FOR CAR BUYERS

A *Parade* magazine feature tied in with BBB-industry liaison efforts to eliminate the problems causing public and trade complaints in the automobile sales field is now available for general distribution. The article contains a check list of do's and don'ts for the car buyer as well as other pertinent information. Reprints at a nominal cost. House publications may reprint with credit. **SG-812.**

## SALES TRAINING CHECK LIST

A new 20-page booklet, "A Check List and Planning Guide for Your Sales Training Program," has been published by a firm of sales consultants and producers of training programs and materials. The sales executive can easily check off the "plus" and "minus" values of his company's training activities—past, present or in the projected future. Available free to any interested company or trade association. **SG-814.**

## HI-FI CONTINUOUS MUSIC

A single eight-hour magnetic tape reel, providing musical selections equivalent to 160 standard size phonograph records, can be played automatically, continuously or intermittently, on the new Magnecord Continuous Music Reproducer. The instrument

was designed especially to furnish high fidelity background music for factories, department stores, offices, hospitals, churches, hotels, etc. Reels will contain selections from the RCA Victor library of recorded music. **SG-815.**

## CATALOGING STUDY

To assist sales, marketing and advertising executives in improving catalog procedure as a part of overall marketing programs, a 20-page study entitled "Your Catalogs—Key to More Orders at Lower Cost" describes the four elements essential to greater catalog usage and how the increased usage can bring more sales and cut unit sales costs. A checklist will help in rating the performance of current catalog practice. **SG-816.**

## STORY OF TRUCKING IN FILM

"Mr. O'Flynn's Fifty Million Wheels" combines fact, fantasy and humor to tell the story of trucks and the part they play in the destiny of one American family. The central characters are Mr. O'Flynn, Mr. O'Toole and the family of Mr. Jonathan Jones. Messrs. O'Flynn and O'Toole, operating from the Department of Destinies somewhere in heaven, facilitate the execution of numerous wishes of the Jones family down on earth. In each case a network of trucks is employed—right down to the one delivering diapers to the Jones household. Running time, 25 min. Black and white. Available free to schools, TV stations, clubs and other interested groups. **SG-817.**



## Scale down your costs!

Cut down on mailing costs! No slide rule needed... just a PB precision mailing scale. Even in a small office, overpayment of postage on just a dozen letters a day, may amount to nearly \$100 a year. Inaccurate scales lead to overpayment of postage, wasting money... or to underpayment, resulting in embarrassing "postage dues." The automatic pendulum mechanism of a PB scale combines fast action and lasting accuracy. Ounce graduations on the chart, widely spaced, make easy reading... save time and postage! Four models for all kinds of mail, including parcel post. Ask the nearest Pitney-Bowes office for a demonstration — or write for the free, illustrated booklet.

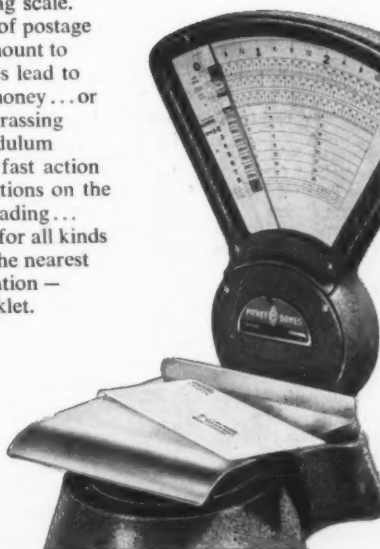
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## 1954 BACON'S PUBLICITY CHECKER

Lists 2,850 business papers, farm papers and consumer magazines that use publicity — lists them alphabetically and in 99 market groups — compiled from thousands of publicity release lists — record system included that eliminates card files — shows how to prepare publicity and how to place it — reduces clerical time, eliminates deadwood and improves results.

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Chicago Sun-Times	Oil Industry Information Committee
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Don Clark Publications	Standard Oil Company (New Jersey)
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Dow Jones and Company	Trans World Airways
Eastern Airlines	United States Brewers Foundation
Eastern Railroad Presidents Conference	Von Hoffman Press
Editor & Publisher	Waldron Press
Electro-Motive Div. (G.M.)	The Wall Street Journal
Encyclopaedia Britannica	WBNS-TV-Columbus
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## PR Service Guide . . .

### A HONE FOR LAYOUT SCISSORS



A newly patented scissors sharpener hones scissor blades expertly in less than a minute. According to the manufacturer, the new sharpener features a flating, self-adjusting carborundum hone that automatically conforms to the correct cutting edge and blade bevel of any make or style scissors. Sturdily made of colorful plastic with attached rubber tip base to prevent slipping. SG-818.

### PADDLE A SAFE CANOE

A leading insurance company has made what it believes to be the first documentary film ever produced on canoe safety. "Paddle A Safe Canoe" was filmed at scenic Lake Sebago with a cast comprised of amateur canoeists who are members of the American Canoe Association. An Olympic champion is the star. The new color film is one of a series of twenty-six educational safety films distributed by the company on a free loan basis. SG-819.

### PHOTO-REPORTING

Sickles Photo-Reporting Service, operating on a coast-to-coast basis, will obtain on-location photographs together with reports, case histories and the necessary releases for advertising, editorial and research purposes. The service also includes assignments in Canada. Free booklet available on request. SG-820.

## Publicity Releases Not Used?

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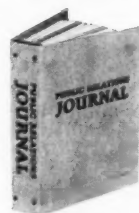


Magnetic pot holders can carry your slogan, trademark, or advertising message into the home. Copy and art can be printed on either or both sides. Magnepads cling to anything made of iron or steel. Rustproof magnets and color-fast fabric ink make them washable. SG-821.

### PAYMENT STIMULATORS

"How To Get Paid," a new illustrated booklet, explains how the showmanship factor can be effectively used to collect from lagging accounts. Twenty-nine approaches to the problem are presented, together with illustrations of twenty-three "Stoppers". SG-822.

## Preserve Your JOURNALS in this handsome binder



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A year's subscription to the JOURNAL and a multiple binder make an excellent gift at the special price of \$10.00.

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## Dramatic Show for Press at Chrysler Dedication



When Chrysler Corporation began planning the June dedication of its new 4,000-acre automotive Proving Grounds, located sixty miles west of Detroit, it devised an action-packed program to capture local, national and even international attention. A total of 150 Chrysler people, organized into seventeen committees working from a 46-page instruction booklet and a 46-page script, provided newsmen with press facilities, background material, news releases and photographs as well as an exciting program of races, stunts, and other thrilling demonstrations. The event chalked up such staggering totals as 100,000 sheets of press material . . . 16,000 photographic prints . . . 1,000 telephone calls and 6,000 words of telegraphic copy sent from the press tent during the program . . . 35,000 words of copy prepared by newsmen on their return trip in a special train . . . 75,000 words of spot news carried by Western Union . . . a 32-page booklet sent to 90,000 stockholders and 40,000 key business and professional people . . . a new closed track speed record of 143 mph for women, a record of 179 mph for men . . . 40 photographic helicopter flights over the grounds. The PR Department was equipped for every contingency, even to raincoats for guests during a brief downpour. More than 400 newsmen attended, representing the United States and Canada and a score of European publications. Pictured above—press photographers swarm onto the test track to record finish of a 24-hour endurance run by a Chrysler sedan. The elaborate grandstand built for use on dedication day is in the background.

## Planes for American Business Increase

American business has taken to the skies in such numbers that today's fleet of business planes is almost seventeen times larger than that operated by the nation's fleet of domestic airlines.

In fact, according to *Planes*, official publication of the Aircraft Industries Association, U. S. businesses own almost twice as many big, multi-engined transport planes as do the scheduled domestic airlines.

Latest figures show that business planes now number 21,500—of which 2,437 are multi-engined and 19,063 are single-engined. Aircraft on scheduled airlines total 1,269.

## AMA Personnel Conference

Ways of gearing the personnel program to a competitive economy will be the theme of the American Management Association's fall personnel conference, September 27-29, at the Hotel Astor, New York.

More than 1,000 personnel and labor relations executives from all parts of the United States and Canada are expected to attend the meeting, first of a dozen large-scale national conferences to be conducted by AMA during the current fiscal year.

Twenty speakers will discuss topics dealing with personnel reporting, executive selection, employee training, cost reduction, budgeting, and human relations.

## Gas PR Conference

(Continued from page 17)

"GAMA Public Relations—In Action!"

Other speakers were W. E. Wilson, chairman of INGAA's Public Information Advisory Committee and PR director of United Gas Corporation, Shreveport, whose subject was "Working with Local Companies for Good All-Industry Public Relations"; Virgil L. Rankin, management PR consultant of Boston and president of the New England Chapter of PRSA, who talked on "Some Fundamental PR Considerations of Interest to Utilities"; and Dr. Wesley Wicksell, Department of Speech, Louisiana State University, and Consultant on communication in industry, "Have You Tried Listening?"

The conference closed with a question and answer session moderated by Clark Belden, managing director of NEGA and eastern regional vice president of PRSA.

## Employee Stockholders

Sun Oil common stock comprising 141,601 shares valued on the market at more than \$10,600,000 passed into the hands of 7,906 Sun employees June 30 upon liquidation of the company's 24th annual stock plan.

The plan is one of a series which has been launched annually by the company since 1926 under which the company contributes one dollar for every two invested by employees. The stock is purchased over a one-year period by the Trustees of the Plan and held by them for an additional period of four years at which time the plan matures.

In the current liquidation, only about two-fifths of the 141,601 shares distributed—actually 58,548 shares—were bought by the employees' contribution. Thus, employees received a return of 142 per cent on every share bought with their own savings.

## New Scientific Column Expands PR Market

A new service to United States editors in the form of a weekly column on unique scientific developments was inaugurated in June by Export News Service.

The new column represents a broadening of the activities of Export News Service which has for the past ten years specialized in the dissemination of U. S. business, scientific and financial news to publications exclusively in the foreign field and serves as a vehicle for public relations programs of American firms interested in expanding their overseas markets.

XNS news is transmitted via wireless and air mail to publications in 71 countries. The greatest demand comes from the Latin American area where XNS reaches editors of 395 newspapers and trade magazines with a combined circulation of 6,857,104 in 123 cities. It has a daily news service to 135 publications in twenty cities in Brazil, with a combined circulation of 2,768,501.

The new column is written in an informal breezy style. Material may be sent to Export News Service, 444 East 52nd Street, New York 22.





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**CHILD LABOR**—The Kremlin has called on Russian children as young as nine years of age to work in the fields—an action which emphasizes the gravity of the agricultural situation in the U.S.S.R., the U. S. Information Agency pointed out in a press commentary to its overseas posts.



**BASIC STOCKHOLDER RELATIONS**—More than 50,000,000 Americans are expected to see Chrysler Corporation's displays which relate the automobile company's financial growth in three decades from 5,000 stockholders and assets of \$37,000,000 to today's 98,000 investors and \$897,911,040 in assets. This three-dimensional animated display recently went on exhibit in the New York Stock Exchange Visitors' Gallery and is part of a program which will send six window displays of similar motif to seventy-two brokerage firms in forty-seven cities within the next year. Theme of Chrysler's display is its contribution to the new freedom of the 20th Century—the freedom to move.

## Coming events in PR

August 19-20, 1954—Special Briefing Session on New Tax Law, American Management Association, Hotel Statler, New York.

August 30-September 3, 1954—63rd Annual Convention and Trade Show, sponsored by the Photographers' Association of America, Conrad Hilton Hotel, Chicago, Ill.

September 24, 1954—Middle Atlantic Public Relations Conference, sponsored by Washington Chapter, PRSA, Hotel Statler, Washington, D. C.

September 27-29, 1954—Fall Personnel Conference, American Management Association, Hotel Astor, New York.

September 30, October 1-2, 1954—Annual Workshop and Clinic, Florida Public Relations Association, University of Florida, Gainesville.

October 1, 1954—1954 Minnesota Public Relations Forum, University of Minnesota, Minn.

October 12-13, 1954—Second Annual Dixie Public Relations Conference, sponsored by Atlanta Chapter, PRSA, Emory University, Atlanta.

October 14, 1954—St. Louis Chapter Fourth Regional PR Conference, St. Louis, Mo.

October 15-16, 1954—PRSA Fall Board of Directors Meeting, St. Louis, Mo.

October 18-22, 1954—42nd National Safety Congress and Exposition, Conrad Hilton, Chicago.

November 7-9, 1954—Fourth National Conference of the Adult Education Association of the U.S.A., Hotel Morrison, Chicago.

November 29-30-December 1, 1954—7th Annual National PR Conference, Roosevelt Hotel, New York City.

1955—8th Annual National PR Conference, Los Angeles, Cal.

Larry Durkin (left) of Ducks Unlimited congratulates Judd L. Pollock, president of MPO Productions, upon receiving the 1954 National Award by the National Association of Conservation Education and Publicity for the motion picture "The Canada Goose," produced for Ducks Unlimited by MPO.



Public Relations Journal



## parens\*

This is a column about things that interest PR people. Some important, some whimsical, some of passing interest, some of significance. The writer's blasts and kudos are not necessarily those of the JOURNAL Publications Board.

### parens

IN CONDUCTING a survey of 4,000 policyholders to obtain their opinion of the company, Mutual Life Insurance Company of New York got one reply that stumped pollsters. "Opinion of Management?" "Good." . . . "Opinion of company's service to policyholders?" "Good." . . . "If you still have contact with a MONY agent, how do you rate him?" "Capable." . . . "Do you wish to tell us why?" "He is my daddy." Anybody want to argue?

### parens

AS A DOCUMENTED case of a proxy battle for your stockholder relations reference files, get a copy of *The New Yorker's* July 3 issue, and read the step-by-step procedural doings in the New York Central System situation under "The Wayward Press." We can't help wondering how Harriman, Gould, Hill and the old Commodore would have reacted? Bouquets to Eustace Tilley, that impeccable switchman!

### parens

WE LIKED a comment made by the Reverend Father Bernard Mailhoit, O. P. Professor, Institut de Psychologie, Université de Montréal, speaking on "Group Dynamics in Public Relations" recently. It went something like this: "In business today we move through committees. And when a committee meets an impasse, we appoint a subcommittee. We call that progress."

### parens

WHO SAID THAT DEPT—Picked up on the PRSA conference route: "The lie goes 'round the world while the truth is putting on its boots." Up in Canada we heard that . . . and also "Democracy isn't a case of counting heads instead of breaking them—it's using them." "Some people—when they think they are thinking—are only re-arranging their prejudices." And we think the editor of the JOURNAL addressing a Montreal audience referred to an expert with a new definition among the many: "x" equals the unknown quantity, and 'spurt' is a drip under pressure."

### parens

SOMETHING OF THE VERSATILITY of PR people nowadays is best demonstrated by two excellent publications just brought out by The Guild Associates of Boston: "Candy Manufacturing in New England" and "The Story of Wood Heels". Fine background pieces dated right up to today's methods, well told, effectively illustrated. "Candy" is available, "Heels" already out of print.

\* Short for "parentheses," used by typists and proofreaders.

Helping  
your doctor  
help you—  
the partnership  
between

# Meat and Medicine

*Out of the partnership between the meat industry and medicine  
come these (and many other) medicinal preparations*

Meat animals are the source of many important medical products—including all those on the list below.

Every day physicians rely on these products to help save lives, battle disease, relieve pain and restore health for millions of people. Perhaps you, or some member of your family have been helped by one of these vital products—or will be in the future.

To help make them available to your doctor, the meat packing industry has elaborate facilities for saving medically important by-products. To make a single ounce of insulin, for example, pancreas glands from 7,500 pigs or 1,500 cattle must be saved and properly processed.

This list (only a partial one) shows that many great discoveries have come from the research partnership between the meat industry and modern medicine. The search goes on for even greater things.

## AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

**Insulin**—only substance known to medical science which can control diabetes.

**ACTH**—used in treatment of rheumatic fever, arthritis, acute inflammation of eyes and skin, acute alcoholism, severe asthma, hay fever, and other allergy conditions.

**Cortisone**—treatment of rheumatic fever, arthritis, various allergies, inflammatory eye diseases, etc.

**Epinephrine**—treatment of many allergic conditions such as asthma, low blood pressure, certain heart affections.

**Liver Extract**—treatment of pernicious anemia.

**Fibrin Foam**—controls bleeding during surgical operations.

**Gastric Mucin**—treatment of many stomach afflictions, notably peptic ulcer.

**Thyroid Extract**—treatment of depressed functioning of the thyroid gland (myxedema and cretinism).

**Diastase**—aids in promoting starch digestion.

**Posterior Pituitary Extract**—increases blood pressure during certain conditions of shock.

**Bile Salts**—treatment of gall bladder

disturbances and abnormalities in fat digestion.

**Sutures**—widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.

**Rennet**—aids in milk digestion.

**Estrogenic Hormones**—treatment of certain conditions arising out of the menopause.

**Progesterone**—treatment of threatened and habitual abortion, and in severe dysmenorrhea.

**Dehydrocholic Acid**—treatment of certain gall bladder disorders and abnormalities of bile flow.

**Suprarenal Cortex Extract**—used in the treatment of Addison's Disease.

**Benzoinated Lard**—widely used as a medicinal ointment base.

**Cholesterol**—starting material for the preparation of many hormones.

**Lipase**—aids in promoting fat digestion.

**Trypsin**—used in surgery to aid in cleaning up wounds.

**Bone Marrow Concentrates**—treatment of various blood disorders.

**Parathyroid Extract**—treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.

## Industrial Psychiatrist Warns Editors

The distorted reading of formal company communications, the danger of over-communication, and the built-in boomerang in many industrial safety campaigns were among the topics stressed by Dr. Alan A. McLean, Carnegie Fellow in Industrial Psychiatry at Cornell University, at the Annual Meeting of the House Magazine Institute, held in June at the Hotel Roosevelt.

Emphasizing that any communication is finally received by a unique individual, Dr. McLean said that "some members of management assume that with little or no face-to-face contact, words are fully understood in their original meaning. We know this cannot be so." He further pointed out that the industrial communicator must also measure the emotional impact of his text.

Over-communication is a danger which industrial editors and communicators should think about more and more, he pointed out, especially in anything involving change for the individual. The time to communicate is when you can answer more questions than you raise.

Turning to industrial safety programs, Dr. McLean said that "the major goal of any safety campaign is not merely to instill a sense of duty to rules and regulations or representatives or management but to encourage employees to be whole-heartedly on the side of responsible behavior. Didactic, dogmatic and direct methods of teaching safety are the least satisfactory for conveying emotionally powerful ideas such as discipline and danger.

## AAAA Issues 1954 Roster

The American Association of Advertising Agencies has just issued the 1954 edition of its "Roster and Organization," compiled as of May 31. The new Roster lists 303 AAAA member agencies, an increase of twelve over the 1953 listing. This is the largest membership in the Association's history.

## Movies Down; Popcorn Up!

In the first survey of the motion picture industry taken since 1948, the U. S. Department of Commerce reports that receipts from admissions have fallen from \$1,244,355,000 to \$989,868,000—a drop of 20.5%. In the same period sales of popcorn, etc., by theater owners rose from \$91,005,000 to \$126,027,000—an increase of 38.5%.

## THE HOPPER

### Paging PR Old-timers

I am wondering how many Public Relations men or women, members of PRSA, still active in the work, antedate my own entrance into the field? I was named Director of Public Relations of the St. Louis-San Francisco Railway (Frisco Lines) early in 1920, coming to that appointment from the editorial staff of the St. Louis *Post Dispatch*.

Twenty-four years ago I came to Boston and established my own PR agency. Apparently I have been in Public Relations for thirty-four years—and although it dates me I am rather proud of that record.

Enjoy your magazine immensely. And I can assure you that I am still a very active "young guy" in PR.

Floyd L. Bell

*Hotel Statler  
Boston, Mass.*

### PR and Psychology

At the beginning of 1953, I passed my examination at the University of Tubingen as a diploma psychologist. During my studies, I took a particular interest in advertising and public relations. Therefore the thesis of my dissertation was: PR—Theory and Problematics in the USA—Their Application in a Large German Enterprise. For a couple of months I have been employed in the advertising department of a German firm where I am gathering material for my dissertation.

Most of the PR literature available in Germany (in the American houses and Universities) is known to me. Moreover, some American firms were kind enough to give me some of their brochures.

I am now looking out for other works treating the problem of PR under particular consideration of sociological, psychological and philosophical points of view. Especially, I would like to refer to American dissertations, scientific researches and historical reports and developments.

Helmut Luders

*Tubingen  
Amselweg 74  
Germany*

(Can readers help?—Ed.)

### Hobby Shows

Do you happen to know any companies throughout the country which have had hobby shows which I might be able to contact to get pertinent information?

W. H. Collins

*Director of Advertising  
Dravo Corporation  
Neville Island  
Pittsburgh 25, Pa.*

(Can readers help?—Ed.)

## CLASSIFIED ADVERTISING

When answering ads please address as follows:  
Box number, PUBLIC RELATIONS JOURNAL,  
2 West 46th Street, New York 36, N. Y.  
Rates: "Positions Wanted" \$1.00 per line, 5-line minimum; "Help Wanted" \$2.00 per line, 5-line minimum. Payable in advance.

(Deadline for copy is the 10th of month preceding date of publication.)

### Positions Wanted

**TECHNICAL PUBLICITY—PR:** Graduate M.E., registered professional engineer, many years experience in marketing, sales promotion and technical publicity. Sound editor, writer and field reporter. Good background in interpreting technical matters for laymen. Ghost technical speeches, articles, etc. Box R-88.

**SEEKING PR OPPORTUNITY.** Young man, 28, Naval Academy Graduate and former art student. USN Public Information Officer. Wide travel background. Good French and Italian. Box S-8.

**PUBLIC RELATIONS,** 24, experienced all phases PR programming, media, releases, and news photography; currently employed Gov't PR in NYC and completing Masters degree (PR) in the evenings; 2 years solid PR experience; former NYC newspaper reporter; desire responsible PR position; good references. Box O-8.

**CREATIVE PUBLICIST,** 37, male, now serving large electronic mfr. seeks greater challenge. Technical newspaper, magazine background. Capable speaker, experienced in sales promotion, employee, community relations; able plan, execute long range PR programs. Now earning \$9,000. Box G-888.

**PR-PUBLICITY GIRL** to assist you. Alert, versatile. Experience: top ad agency, plus 2 yrs. solid PR. Writing for all media, researching, programming, speaking, organizing special events. BA Journ. Age 26. Box D-8.

**PUBLIC RELATIONS,** Publicity, Editing or Promotion position sought by Managing Editor of daily newspaper with industrial publicity background and good contacts. College graduate; personable. Box G-8.

**Public Relations—Newspaper Reporter,** considerable experience radio news writing and Industrial Pub. Rel. B.A. Journalism, N.Y. or vicinity. 27, Vet. Box G-88.

**PUBLICITY WRITER,** NYC, ex-reporter, M.A., Columbia, all-round national PR experience seeks free-lance work on news, feature, magazine, radio TV copy, other printed materials, research, etc. Box S-88.

**Weekly editor** 2 yrs. exp., 2 yrs. Army PIO. Marquette Journ. grad '50, single, 27, seeks PR assignment. Will locate anywhere. Salary now \$5,200. Complete resume on request. Box R-8.

Public Relations Journal





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Alert advertising space-men follow this law of the "wide open spaces." They corral young customers—and brand 'em—in the pages of Redbook.

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*Advertisement*



launched: *an idea*

This refreshing photograph illustrated a page advertisement for B. Altman & Co., famous Fifth Avenue department store. It appeared in the New Yorker of May 1st, this year, offering sets of eight of these novel gin and tonic glasses at \$10.00 the set.

Three weeks later, Altman's told us some 650 to 700 sets had been sold. They predicted, too, that the advertisement would continue to

pull for weeks to come. And they were right—by late June the score was up to a thousand sets.

This page is the 1,009th B. Altman has placed in the New Yorker since 1926. This is a success story resulting from a happy combination of the right products, fresh ideas in merchandising, and presented in a publication that has always been at its best under such circumstances.

Have you an idea to launch?



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